

# G7 DELEGATES' ANNUAL MEETING

## ANNUAL MEETING OF THE DELEGATES OF THE AMERICAN KENNEL CLUB MARCH 11, 2014

Dennis B. Sprung, President  
PRESENT 349

Affenpinscher Club of America—*Letisha Wubbel*  
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.—*Patricia A. Peel*  
Albany Kennel Club, Inc.—*Mary M. MacCollum*  
American Belgian Malinois Club—*Carol J. Shields*  
American Bloodhound Club—*Mary L. Olszewski*  
American Bouvier des Flandres Club, Inc.—*Patte Klecan*  
American Boxer Club, Inc.—*Bruce E. Voran*  
American Brittany Club, Inc.—*Judith Tighe*  
American Bullmastiff Association, Inc.—*Alan Kalter*  
American Cavalier King Charles Spaniel Club, Inc.—*Carol Williams*  
American Chesapeake Club, Inc.—*Timothy Carrion*  
American Chinese Crested Club, Inc.—*Marilyn E. Currey*  
American Fox Terrier Club—*Connie Clark*  
American Foxhound Club, Inc.—*Harold Miller*  
American Lhasa Apso Club, Inc.—*Don Hanson*  
American Maltese Association, Inc.—*John R. Barnes*  
American Manchester Terrier Club—*Roberta Berman*  
American Miniature Schnauzer Club, Inc.—*Don Farley, II*  
American Pointer Club, Inc.—*Mrs. Karen R. Spey*  
American Rottweiler Club—*Mr. Peter G. Piusz*  
American Sealyham Terrier Club—*Kenneth W. Mader*  
American Shetland Sheepdog Association—*Marjorie Tuff*  
American Shih Tzu Club, Inc.—*Mrs. Sally L. Vilas*  
American Tibetan Mastiff Association—*Martha Feltenstein*  
Anderson Kennel Club—*Phillip D. Sample*  
Anderson Obedience Training Club, Inc.—*Ms. Patricia A. Sample*

Ann Arbor Kennel Club, Inc.—*Anne R. Palmer*  
Antelope Valley Kennel Club, Inc.—*William Daniels*  
Asheville Kennel Club, Inc.—*Jaimie Mulvey*  
Atlanta Kennel Club, Inc.—*Ann Wallin*  
Austin Kennel Club, Inc.—*Bette D. Williams*  
Australasian Cattle Dog Club of America—*Joyce Rowland*  
Australian Terrier Club of America, Inc.—*William I. Christensen*  
Badger Kennel Club—*Judy Corbett*  
Baltimore County Kennel Club—*Lucy C. Campbell-Gracie*  
Basenji Club of America, Inc.—*Katie Campbell*  
Basset Hound Club of America, Inc.—*Sanda J. Launey*  
Bayou Kennel Club, Inc.—*Wayne Boyd*  
Bayshore Companion Dog Club, Inc.—*Gloria Marshall*  
Bearded Collie Club of America, Inc.—*Kathy Coxwell*  
Beaumont Kennel Club, Inc.—*Carl Holder*  
Bedlington Terrier Club of America—*Diane Pearson*  
Belgian Sheepdog Club of America, Inc.—*Barbara Swisher*  
Belle-City Kennel Club, Inc.—*Carole A. Wilson*  
Berks County Kennel Club, Inc.—*Sharon Deputy*  
Bernese Mountain Dog Club of America, Inc.—*Sara Karl*  
Bexar County Kennel Club, Inc.—*Mr. Gerald H. Yarbrough*  
Birmingham Kennel Club, Inc.—*Martha Griffin*  
Blennerhassett Kennel Club, Inc.—*John McCullagh*  
Border Terrier Club of America, Inc.—*Mrs. Ruth A. Naun*  
Borzoi Club of America, Inc.—*Barbara O'Neill*  
Bronx County Kennel Club—*Ms. Alexa Samarotto*  
Brookhaven Kennel Club, Inc.—*Marie A. Fiore*  
Bryn Mawr Kennel Club—*Victoria Glickstein*  
Bucks County Kennel Club, Inc.—*Helma Weeks*  
Bull Terrier Club of America—*Rebecca Poole*  
Bulldog Club of America—*Robert L. Newcomb*  
Bulldog Club of New England, Inc.—*Francesca J. Castaneda*  
Burlington County Kennel Club, Inc.—*Daniel J. Smyth, Esq.*  
Cairn Terrier Club of America—*Pam Davis*  
California Airedale Terrier Club—*April Clyde*

Cambridge Minnesota Kennel Club—*Mr. Wayne F. Harmon*  
Canaan Dog Club of America—*Pamela S. Rosman*  
Canada Del Oro Kennel Club—*Dr. Sophia Kaluzniacki*  
Capital Dog Training Club of Washington, D.C., Inc.—*Dr. Joyce A. Dandridge*  
Cardigan Welsh Corgi Club of America, Inc.—*Vivian A. Moran*  
Catoctin Kennel Club—*Whitney Coombs*  
Catonsville Kennel Club—*Beverly A. Drake*  
Central Florida Kennel Club, Inc.—*Julian Prager*  
Central Indiana Kennel Club, Inc.—*Sally Allen*  
Central New York Kennel Club, Inc.—*Mrs. Diane D. Almy*  
Central Ohio Kennel Club—*Jon M. Green*  
Chain O'Lakes Kennel Club—*Paul Kouski*  
Channel City Kennel Club, Inc.—*Claire K. Steidel*  
Chaparral Kennel Club, Inc.—*Pam Goldman*  
Charleston Kennel Club—*Sylvia Arrowwood*  
Chihuahua Club of America, Inc.—*Kenneth Saenz*  
Chinese Shar-Pei Club of America, Inc.—*Marge B. Caltharp*  
Chintimini Kennel Club, Inc.—*Nick Pisia*  
Cincinnati Kennel Club, Inc.—*Dr. Patricia H. Haines*  
Clackamas Kennel Club—*Tami D. Worley*  
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*  
Collie Club of America, Inc.—*Mr. Harold W. Sundstrom*  
Colorado Kennel Club—*Mrs. Louise Leone*  
Colorado Springs Kennel Club—*Sidney L. Marx*  
Columbia Missouri Kennel Club—*Robert E. Ekle*  
Columbia Terrier Association of Maryland—*Norma J. Ryan*  
Connecticut River Working Group Association—*Fred G. Ferris*  
Conyers Kennel Club of Georgia—*Michael Houchard*  
Corn Belt Kennel Club—*Karan Kilgus*  
Dachshund Club of America, Inc.—*Larry Sorenson*  
Dalmatian Club of America, Inc.—*Dr. Charles Garvin*

# G7 delegates' annual meeting

- 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.C.*  
Del Sur Kennel Club, Inc.—*Andrew G. Mills*  
Delaware Water Gap Kennel Club—*Dr. A. D. Butherus*  
Des Moines Kennel Club, Inc.—*John D. Hughes*  
Doberman Pinscher Club of America—*Janet Van Wormer*  
Dog Fanciers Association of Oregon, Inc.—*Mrs. Patti L. Strand*  
Dog Owners Training Club of Maryland—*Kathrynann Sarvinas*  
Durham Kennel Club Inc—*Linda C. Wozniak*  
Eastern Dog Club—*Mr. Theodore C. Hollander, Jr.*  
Eastern German Shorthaired Pointer Club, Inc.—*Jeffrey Drogin*  
Elm City Kennel Club—*Dr. Gregory J. Paveza*  
English Cocker Spaniel Club of America, Inc.—*Sharon K. Collins*  
English Springer Spaniel Field Trial Association, Inc.—*Susanne Burgess*  
English Springer Spaniel Field Trial Club of Illinois—*David H. Hopkins*  
English Toy Spaniel Club of America—*Bruce J. Van Deman*  
Erie Kennel Club, Inc.—*Peggy Helming*  
Farmington Valley Kennel Club, Inc.—*Terrie Breen*  
Fayetteville Kennel Club, Inc.—*Cathleen Rubens*  
Field Spaniel Society of America—*Katherine Sullivan*  
Finger Lakes Kennel Club, Inc.—*Margaret B. Pough*  
Finnish Spitz Club of America—*Mrs. Cindy Stansell*  
Fort Lauderdale Dog Club—*Charles Arnold*  
French Bulldog Club of America—*Mrs. Ann M. Hubbard*  
Garden State All Terrier Club, Inc.—*Barbara S. Dalane*  
German Pinscher Club of America—*Deidre E. Gannon*  
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*  
Giant Schnauzer Club of America, Inc.—*Kimberly Demchak*  
Gig Harbor Kennel Club—*James R. Dok*  
Glens Falls Kennel Club, Inc.—*Mrs. Bonnie Lapham*  
Gloucester County Kennel Club, Inc.—*Ms. Carole L. Richards*  
Golden Retriever Club of America—*Ellen Hardin*  
Gordon Setter Club of America, Inc.—*Nance O. Skoglund*  
Grand River Kennel Club, Inc.—*Ann Lettis*  
Great Pyrenees Club of America, Inc.—*Dr. Robert M. Brown*  
Greater Collin Kennel Club, Inc.—*Barbara Shaw*  
Greater Fredericksburg Kennel Club—*Patricia B. Staub*  
Greater Lowell Kennel Club, Inc.—*Virginia M. O'Connell*  
Greater Murfreesboro Kennel Club, Inc.—*Margaret DiCorleto*  
Greater Naples Dog Club—*Steven D. Gladstone*  
Greater Ocala Dog Club, Inc.—*Linda L. LaFrance*  
Greater Philadelphia Dog Fanciers Association—*Marlene Steinberg*  
Greenville Kennel Club—*Linda A. Knorr*  
Greenwich Kennel Club—*Margaret K. Curtis*  
Greyhound Club of America—*Melanie S. Steele*  
Harrisburg Kennel Club, Inc.—*Cindy Miller*  
Hatboro Dog Club, Inc.—*Mr. Robert D. Black*  
Havanese Club of America—*Jane F. Ruthford*  
Heart of the Plains Kennel Club—*Patricia M. Cruz*  
Hockamock Kennel Club, Inc.—*Nancy Fisk*  
Holyoke Kennel Club, Inc.—*Jane Wilkinson*  
Houston Kennel Club, Inc.—*Ms. Carol A. Williamson*  
Huntingdon Valley Kennel Club, Inc.—*Dick Blair*  
Huntington Kennel Club, Inc.—*Gwen McCullagh*  
Hutchinson Kennel Club, Inc.—*Barbara A. Penny*  
Ibizan Hound Club of the United States—*Luane V. Williams*  
Illinois Capitol Kennel Club, Inc.—*Ann L. Cookson*  
Illinois Valley Kennel Club of Peoria, Inc.—*Dr. John F. Davidson*  
Ingham County Kennel Club, Inc.—*Rita J. Biddle*  
Irish Setter Club of America, Inc.—*Karolyne McAteer*  
Irish Terrier Club of America—*Douglas L. Rapport*  
Irish Water Spaniel Club of America—*Jack McDaniel*  
Irish Wolfhound Club of America—*Eugenia Hunter*  
Italian Greyhound Club of America, Inc.—*Carole Plesur*  
Jefferson County Kennel Club of Missouri—*Cledith Wakefield*  
K-9 Obedience Training Club of Essex County, NJ, Inc.—*Dave Morgan*  
Kanasasaga Kennel Club—*Mrs. Beverly M. Nosiglia*  
Keeshond Club of America, Inc.—*Mr. John D. Sawicki*  
Kennel Club of Beverly Hills—*Thomas Powers*  
Kennel Club of Buffalo, Inc.—*Margaret Doster*  
Kennel Club of Northern New Jersey, Inc.—*Dr. Suzanne H. Hampton*  
Kennel Club of Riverside—*Sylvia A. Thomas*  
Kennesaw Kennel Club—*James F. Gibson*  
Kettle Moraine Kennel Club, Inc.—*Jacquelyn J. Fogel*  
Labrador Retriever Club, Inc.—*Fred T. Kampo*  
Lackawanna Kennel Club, Inc.—*Ms. Virginia Van Doren*  
Ladies' Dog Club, Inc.—*Kathi Brown*  
Ladies' Kennel Association of America—*Ruth Winston*  
Lakeland Winter Haven Kennel Club—*Mary McDaniel, D.V.M.*  
Land O'Lakes Kennel Club, Inc.—*Jan Croft*  
Lehigh Valley Kennel Club, Inc.—*Dominic P. DiBalsi*  
Leonberger Club of America—*Don James*  
Lewiston-Auburn Kennel Club, Inc.—*Sue Goldberg*  
Lexington Kennel Club Inc—*Scott E. Holmes*  
Long Island Kennel Club—*Mr. William B. Tabler, Jr.*  
Louisiana Kennel Club, Inc.—*Luis F. Sosa*  
Manitowoc County Kennel Club, Inc.—*Romana Arnold*  
Marion Ohio Kennel Club, Inc.—*Lynn Garvin*  
Maryland Kennel Club—*Gary Sarvinas*  
Mastiff Club of America, Inc.—*Rebecca Campbell*  
Mensona Kennel Club, Inc.—*John S. Fitzpatrick, D.V.M.*  
Merrimack Valley Kennel Club, Inc.—*Jeannette Nieder*  
Michiana Kennel Club—*Cheryl Crompton*  
Middle Tennessee Amateur Retriever Club—*John Russell*  
Middlesex County Kennel Club—*Nicky Patterson*  
Miniature Bull Terrier Club of America—*Giselle Simonds*  
Mississippi Valley Kennel Club—*Gretchen Bernardi*  
Mississippi Valley Retriever Club—*Robert H. McKowen*  
Mohawk Valley Kennel Club—*Sandra Haber*

# GZ delegates' annual meeting

- Monmouth County Kennel Club, Inc.—*Harold E. Perry*  
 Montgomery County Kennel Club—*Ms. Ida E. Weinstock*  
 Mount Vernon Dog Training Club—*Ruth Crumb*  
 Mountaineer Kennel Club, Inc.—*Mrs. Rebecca S. Stanevich*  
 Mt. Baker Kennel Club, Inc.—*Mrs. Judith V. Daniels*  
 Nashville Kennel Club—*James Efron*  
 National Beagle Club—*Eddie Dziuk*  
 National Capital Kennel Club, Inc.—*Mrs. Catherine B. Nelson*  
 National Shiba Club of America—*Maggi Strouse*  
 Naugatuck Valley Kennel Club—*Viola Burgos*  
 Newfoundland Club of America, Inc.—*David Helming*  
 Newnan Kennel Club—*Willie Crawford*  
 Newton Kennel Club—*Catherine H. Murch*  
 Newtown Kennel Club, Inc.—*Mrs. Diane F Taylor*  
 Nisqually Kennel Club—*R. H. Hachtel*  
 Norfolk Terrier Club—*Robert Lachman*  
 North Shore Kennel Club—*Richard F. Coletti*  
 Northeastern Maryland Kennel Club—*Stephen Skolnik*  
 Northwestern Connecticut Dog Club, Inc.—*Billie Ponton*  
 Norwegian Elkhound Association of America, Inc.—*Margaret K. Mott*  
 Norwich Terrier Club of America—*Betty McDonnell*  
 Nova Scotia Duck Tolling Retriever Club (USA)—*Ms. Marile A. Waterstraat*  
 Obedience Training Club of Hawaii, Inc.—*Ms. Patricia C. Scully*  
 Obedience Training Club of Rhode Island—*James M. Ashton*  
 Old English Sheepdog Club of America, Inc.—*Christiana Gaburri*  
 Old Pueblo Dog Training Club, Inc.—*Felice Jarrold*  
 Olympic Kennel Club, Inc.—*Betty M. Winthers*  
 Onondaga Kennel Association, Inc.—*Daniel R. Cunningham*  
 Orange Empire Dog Club, Inc.—*Burton J. Yamada*  
 Otterhound Club of America—*Joellen Gregory, D.V.M.*  
 Ozark Kennel Club, Inc.—*Mark A. Chambers*  
 Pacific Coast Boston Terrier Club—*Mr. Carl E. Gomes*  
 Pacific Coast Bulldog Club, Inc.—*Link Newcomb*  
 Pacific Coast Pekingese Club—*Steven Hamblin*  
 Papillon Club of America, Inc.—*Miss Arlene A. Czech*  
 Parson Russell Terrier Association of America—*Gary Koepfel*  
 Pasco Florida Kennel Club—*Helen Ingher*  
 Pekingese Club of America—*Elizabeth Tilley-Poole*  
 Pembroke Welsh Corgi Club of America, Inc.—*Mrs. Anne Bowes*  
 Penn Ridge Kennel Club, Inc.—*Dennis J. Gallant*  
 Petit Basset Griffon Vendeen Club of America—*Anne Gallant, Ph.D.*  
 Pharaoh Hound Club of America—*Dominic P. Carota*  
 Philadelphia Dog Training Club, Inc.—*Larry Wilson*  
 Plainfield Kennel Club—*Amy Kiell-Green*  
 Plum Creek Kennel Club of Colorado—*William E. Ellis*  
 Poodle Club of America, Inc.—*Mary Ellen Fishler*  
 Port Chester Obedience Training Club, Inc.—*Robert A. Amen*  
 Portland Dog Obedience Club, Inc.—*James Primmer*  
 Portland Kennel Club, Inc.—*Mrs. Joan Savage*  
 Portuguese Water Dog Club of America, Inc.—*Brytt B. Hasslinger*  
 Progressive Dog Club—*William H. Blair*  
 Providence County Kennel Club, Inc.—*Richard E. Grant*  
 Pug Dog Club of America, Inc.—*Michelle R. Anderson*  
 Putnam Kennel Club, Inc.—*Florence R. Laicher*  
 Puyallup Valley Dog Fanciers, Inc.—*Frances Stephens*  
 Ramapo Kennel Club—*Jeffrey D. Ball*  
 Rapid City Kennel Club, Inc.—*Ms. Sally J. Nist*  
 Rhodesian Ridgeback Club of the United States, Inc.—*Michael J. Teeling*  
 Richmond Dog Fanciers Club, Inc.—*Jan M. Ritchie*  
 Rio Grande Kennel Club—*Nancy O'Neal*  
 Riverhead Kennel Club, Inc.—*Bonnie Lane*  
 Rockford-Freeport Illinois Kennel Club—*Ronald H. Menaker*  
 Rockland County Kennel Club, Inc.—*Karen Justin*  
 Rogue Valley Kennel Club, Inc.—*Paul Bodeving*  
 Rubber City Kennel Club—*Cathy Gaidos*  
 Sahuaro State Kennel Club—*Rita L. Mather*  
 Salisbury North Carolina Kennel Club—*Bob Busby*  
 Samoyed Club of America, Inc.—*Mr. John L. Ronald*  
 San Antonio Kennel Club, Inc.—*Nancy J. Shaw*  
 San Gabriel Valley Kennel Club—*Anthony Vasquez*  
 Santa Barbara Kennel Club, Inc.—*Abbe R. Shaw*  
 Santa Clara Valley Kennel Club, INC.—*Audrey Sutton*  
 Santa Maria Kennel Club, Inc.—*Laurence J. Libeu*  
 Saratoga New York Kennel Club—*Wanda H. Allen*  
 Saw Mill River Kennel Club, Inc.—*Mr. Andrew I. Kalmanash*  
 Sawnee Mountain Kennel Club of Georgia—*Darlene Kelley*  
 Schipperke Club of America, Inc.—*Betty Jo Patrick*  
 Scottish Terrier Club of America—*Helen A. Prince*  
 Shenandoah Valley Kennel Club, Inc.—*Sharyn Y. Hutchens*  
 Shoreline Dog Fanciers Association of Orange County—*Susan L. Hamil*  
 Siberian Husky Club of America, Inc.—*Ann M. Cook*  
 Silver Bay Kennel Club of San Diego—*Nancy Dandrea*  
 Silver State Kennel Club—*Daniele Ledoux-Starzyk*  
 Sir Francis Drake Kennel Club, Inc.—*William J. Feeney*  
 Skokie Valley Kennel Club, Inc.—*Pat Grossmann*  
 Skyline Kennel Club, Inc.—*Gloria Shaver*  
 Soft Coated Wheaten Terrier Club of America—*Robert Bergman*  
 South County Kennel Club, Inc.—*Graafin Ginger M. Leeuwenburg*  
 South Jersey Kennel Club, Inc.—*Mrs. Linda B. Willson*  
 South Shore Kennel Club, Inc.—*Linda C. Flynn*  
 South Texas Obedience Club, Inc.—*Mrs. Gerry Dalakian*  
 South Windsor Kennel Club—*Margarette (Peggy) Wampold*  
 Southeastern Iowa Kennel Club—*Marilyn R. Vinson*  
 Southern Adirondack Dog Club, Inc.—*John V. Ioia*  
 Southern Colorado Kennel Club, Inc.—*Lee Arnold*  
 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 Terrier Club of America—*Holly E. Sheltry*  
 Standard Schnauzer Club of America—*Dr. Harvey Mohrenweiser*  
 Staten Island Kennel Club, Inc.—*Marianne Megna*  
 Suffolk County Kennel Club, Inc.—*Mr. Robert Eisele*  
 Sun Maid Kennel Club of Fresno, Inc.—*Marcy L. Zingler*  
 Superstition Kennel Club, Inc.—*Roger Arbuthnot*



# delegates' annual meeting

Susque-Nango Kennel Club, Inc.—*Laura Trainor*  
 Sussex Hills Kennel Club, Inc.—*Mrs. Florence Duggan*  
 Sussex Spaniel Club of America—*Mr. John R. Lewis, Jr.*  
 Taconic Hills Kennel Club, Inc.—*Marylyn DeGregorio*  
 Tampa Bay Kennel Club—*Mary Manning-Stolz*  
 Texas Kennel Club, Inc.—*Steve Schmidt*  
 Tibetan Spaniel Club of America—*Mr. Herbert H. Rosen*  
 Tibetan Terrier Club of America, Inc.—*Stacey La Forge*  
 Tonawanda Valley Kennel Club, Inc.—*Ranae Hanson*  
 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*  
 Trinity Valley Kennel Club—*Debbie Fowler*  
 Tualatin Kennel Club, Inc.—*James S. Corbett*  
 Twin Brooks Kennel Club, Inc.—*Patricia C. Sarles*  
 United States Australian Shepherd Association—*Leon B. Goetz*  
 United States Kerry Blue Terrier Club, Inc.—*Mr. Carl C. Ashby, III*  
 United States Lakeland Terrier Club—*Alfred J. Ferruggiaro*  
 Upper Suncoast Dog Training Club—*Joséphine De Menna*  
 Vacationland Dog Club, Inc.—*Mrs. Joan Tabor*  
 Ventura County Dog Fanciers Association—*Mr. William F. Dumas*  
 Virginia Kennel Club, Inc.—*Bradford W. Noyes*  
 Vizsla Club of America, Inc.—*Lynn Worth-Smith*  
 Wampanoag Kennel Club, Inc.—*Ms. Naida L. Parker*  
 Washington State Obedience Training Club, Inc.—*James W. Smith*  
 Waukesha Kennel Club, Inc.—*Mary A. Eschweiler*  
 Weimaraner Club of America—*Judy Colan*  
 Welsh Springer Spaniel Club of America, Inc.—*Richard Rohrbacher*  
 Welsh Terrier Club of America, Inc.—*Ereign Seacord*  
 West Highland White Terrier Club of America—*Thomas H. Barrie*  
 Westbury Kennel Association, Inc.—*Geraldine Jaitin*  
 Western Fox Terrier Breeders Association—*Torie Steele*  
 Western Reserve Kennel Club, Inc.—*Ann Yuhasz*

Westminster Kennel Club—*Harvey M. Wooding*  
 Whidbey Island Kennel Club Inc—*Colleen McDaniel*  
 Windham County Kennel Club, Inc.—*Frederick R. Vogel*  
 Windward Hawaiian Dog Fanciers Association—*Mrs. Karen Mays*  
 Woodstock Dog Club, Inc.—*Rosann Sexton*  
 Yakima Valley Kennel Club, Inc.—*Adele Keyfel*

## AMERICAN KENNEL CLUB DELEGATES MEETING MARCH 11, 2014

Dennis B. Sprung, President in the Chair, called the meeting to order at 9:05 a.m.

The Chair introduced the persons seated with him on the dais: Chairman, Alan Kalter; Doris Abbate, Professional Registered Parliamentarian; Jim Crowley, Executive Secretary; and Todd DeSimone, the Court Reporter.

The Executive Secretary read the report on the Nominating Committee, and the report on additional nominations, as follows:

Mr. Crowley: Pursuant to Article VIII of the Bylaws of the American Kennel Club, the Nominating Committee: Dominic P. Carota, Chair, Pharaoh Hound Club of America; James M. Ashton, Obedience Training Club of Rhode Island; Robert D. Black, Hatboro Dog Club; Constance Butherus, Afghan Hound Club of America; and Marcy L. Zingler, Sun Maid Kennel Club of Fresno, appointed by the Board of Directors at its July 2013 meeting has nominated the following Delegates as candidates for such vacancies on the Board of Directors as are to be filled at the next annual meeting of the Club on March 11, 2014.

There are three vacancies for the Class of 2018: Dr. Charles Garvin, Dalmatian Club of America; Ronald H. Menaker, Rockford Freeport, Illinois Kennel Club; and Patricia C. Scully, Obedience Training Club of Hawaii. Pursuant to Article VIII of the Bylaws of the American Kennel Club, the following Delegate has been endorsed in writing by the required number of Delegates as a

candidate for the vacancies on the Board of Directors for the Class of 2018, to be filled at the Annual Meeting of the Club on March 11, 2014. Class of 2018: James R. Dok, Gig Harbor Kennel Club.

(There was a brief recess and Delegates cast their ballots)

The Chair called on Alan Slay, Director of Event Programs, who coordinated a presentation on "Attracting Exhibitors and the Public to Your Event."

Mr. Slay spoke as follows:

Thank you, Dennis. As we said, we are going to give a presentation on how to draw exhibitors as well as the general public to your shows. But before we start that, I wanted to take this chance to give you a little update about a department, the Event Operations Department. I'm responsible for that department. We are responsible for processing the plans, the applications that you provide, as well as the judges panels and the results. We are doing very well in the results processing. We are turning them around in a timely manner, so that you know what your progress is and your exhibitors know the progress toward their titles. We are not doing as well as we want right now in turning around your applications as well as your judges panels. I want you to know that we are aware of that. We are working very hard. We are working a lot of extra hours and weekends to try to catch up with that. We are also putting in some new initiatives and looking at new ways to make it easier for you to get you information and to get your communication back from us.

We understand that show chairs are volunteers and that you are trying to meet deadlines with your premium lists and your advertising. We do appreciate that and we are working very hard. Our goal is to make this as easy for you as possible, provide you the information that you need to know so that we can communicate with each other, and we are monitoring this ongoing and we will continue to monitor it and we will come back here in June and tell you how we are doing and it will be better. But I wanted to pass that on before we started our presentation.

So today myself and these Delegates are going to talk about ways to attract

exhibitors and the general public to your events, how to make your dog show an event. One thing is, just like our dogs compete in the ring and out on the course, you have got to have that mentality, that same competitor mentality when you are trying to draw exhibitors in. Today it is tougher than ever because exhibitors have more options. They can have a hobby and through the use of technology they never have to leave their house. The fellowship that they once got by going out and participating in a dog show or some other hobby, they can do that online now. So we have to give them a compelling reason to leave their house, to get out and join our shows and our events.

The exhibitors, because of that, are demanding more value for their time and money. It has become more expensive than ever to participate. Exhibitors are staying closer to home because of that expense. But we do have some things that are in our favor and one is, unlike a lot of other hobbies, we have that bond between people and dogs and we also know that people who are passionate about something will go spend their time and money and we need to take advantage of that when we are trying to draw people to participate in our Sport. The other thing about our Sport is we have a Sport for everyone. We have such a wide variety of sports all the way from somebody just starting out to the very experienced. We have sports that will last a lifetime. We also are open to everyone. We always have been.

So when you think about how you are going to draw exhibitors in, think about taking advantage of some of those issues, take advantage of some of the things that we have going for us to overcome those issues.

One thing, talking to exhibitors, they tell us two of the main things that drive where they are going to exhibit is the local area as well as assembling the judges panel. Time after time the exhibitors have told us this. The thing is that through technology exhibitors are more knowledgeable than ever about judges. They are tracking the results that are happening with the judges. They are also sharing, through Social Media. They can share the experience they have.

The exhibitors tell us they want to win but they also want the judge to treat

them like a customer. They are looking for a pleasurable experience. So these exhibitors are tracking judges and they are forming an opinion, so the show chairs and the clubs, you need to do the same thing to know what is going to draw in those exhibitors. Some things that they have told us and things we have observed is recent assignments in the area. Exhibitors tell us if it is the same judges over and over in an area and they don't have a good experience, they are not going to come back, and that's a very big concern. Because, like I said, exhibitors are staying close to home. So if you can't capture them going to your local area, we may have lost them as an exhibitor.

Also, some show chairs are putting restrictions in the judges' contracts beyond what the AKC requires. Instead of 30 days, some of them will go to a 90 day restriction to try to make sure the judge is fresh in the area. They like showing underneath a judge who is a breeder of the breed they are judging or of breeds of similar type and function. They feel very comfortable with judges with that.

Look at supporting your permit judges. They are the future of our Sport. A good way to use your local judges is use them as a permit judge. We know exhibitors have told us that if they have a judge that they have a lot of knowledge about and that they might not feel they will have a good experience versus a permit judge, they will choose the permit judge. They will take that chance. Also, the judge's history in drawing entries, all of this information that exhibitors are gathering is driving up the entries. Look and see what the judge has drawn recently. If they are drawing a lot of exhibitors, then there is a good chance they will have good entries at your show as well.

Working with the specialties supporting the event, go over the judges panel with them, talk to them, ask them if there is a judge they may recommend. If your specialty is not only supporting your event but also supporting your judge, you have a good chance of drawing a good entry. And targeted breeds, a little bit controversial, but there are some breeds that no matter how hard you work it is not going to move the needle much in your exhibitors. There are some other breeds that can draw a good entry. If

your goal is to increase your entries you may want to look at those targeted breeds and work even harder when assembling a judges panel for those breeds.

Another thing the exhibitors like is additional competition. Going back to that value, if I'm going to spend the money to go somewhere I'm going to compete. The winner right now is the National Owner Handled Series. Exhibitors love this. It is no cost to them. They get an extra chance to compete. They get to compete against their peers. We found, our data shows that when a club offers this, that over 40 percent of exhibitors are checking off the box that they are eligible on their entry form and are competing in this series. We have also found that this special attraction has a greater impact on your entries than any other special attraction, more so than your best puppy, your best veteran, your best bred by.

The National Owner Handled Series is a factor in exhibitors choosing where they are going to exhibit. If you sign up for this, we will send information to your club ahead of time to help you understand how to execute the series. Also, every judge assigned to your event, we will send them information about how to adjudicate in the ring. We are also working with Marketing. You will see some more information soon about some compelling reasons to offer this. We are also in the early stages of working with our Communication and Marketing Division about creating a video that is available online to help the stewards and the judges adjudicate this in the ring to help them out. So you can look forward to that.

So this is a winner. So if that isn't enough, we will promote your show and we will promote this for you. If your club signs up for this, we will send out e mails to potential exhibitors in the area notifying them that the National Owner Handled Series is available and will give information about your show and your closing date. We send those e mails out five weeks and two weeks prior to your closing date so they have two opportunities to get that information. So this has been a winner and I hope you will consider offering this.

The other one is the four to six month beginner puppy. This is also very popular

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with the exhibitors. This is a way to bring in new people. We found that about half the people who participated in this are new to the Sport. We also found that over 68 percent of the dogs that compete in this go on to compete in other AKC competition. This is how we can get new people into our Sport. One way we do that also is we promote this as well. We will send out e mails five weeks and two weeks prior to potential exhibitors in the area, prior to the closing date of the show and notify them of the four to six month beginner puppy and provide them some information about it. Specialties is another. I know a lot of you use specialties associated with your events and we encourage you to continue to do so. Once again, it goes back to that value. The exhibitor likes the opportunity to earn multiple points at one time on one weekend when they are out exhibiting. Then the companion competitions, I know some of the Delegates will talk about the obedience and the rally and the agility are very popular not only with exhibitors, but also with the general public. Well, I will let some of our other guest presenters provide some information about how they have taken their dog shows and turned them into exciting events for the exhibitors and the general public. We will start with Ms. Carol Williamson.

Ms. Williamson: Now in its 37th year, our cluster, the Reliant Park World Series of Dog Shows, was begun as a way to introduce our sport to the general public and it has worked! People in Houston consider our cluster to be their show. Many times we have witnessed someone who has never been to our show stop and try to figure out where they are at the show, and where they want to go. And somebody else who stops to talk to them to them is another spectator who has been to the show many years. They share interesting things they have seen and where they are located. Our cluster is composed of, and all of these contribute to our success, the Texas Working Dog Association of Greater Houston; the Houston All Terrier Club; the Blue Bonnet Boxer Club; the Combined Specialties, the Houston Kennel Club; the Beaumont Club and the Galveston Kennel Club. We are very

lucky to have five Delegates, Sherry Wallis, Katherine Sullivan, Cathy De La Garza, Carl Holder, and myself, actively involved in putting on our cluster. We normally have approximately 20,000 spectators at our event. We advertise our show in several ways. Pet Talk is a slick, printed, free, local magazine with which we have an ongoing partnership. They distribute to various locations around town and always spotlight the show in their annual Reliant Park issue with special articles, pictures and advertising geared toward our show. The magazine gives the public some information about how the show is judged and what events will be held. There is also a two-sided card that Sherry Wallis developed which has the date and our website address on one side and a description with public oriented special events on the other. Our members spread the cards around town. When people arrive at the show, they are given a copy of Pet Talk, a public oriented guide to the dog show which shows our vendors and conformation judging times, as well as legislative alerts. The guide is also available on our website. We advertise in ads that run in the movie theaters prior to feature events. We are also spotlighted on various TV and radio shows in our area. We advertise on billboards and on the dates of the show we purchase time on TXDOT screens around town. One caution is if the police are looking for a lost or abandoned child or if there is missing elderly; our message will be replaced with that one. In 2013 we began showcasing our show on Facebook and Twitter, and next year we will be posting pictures on other Social Media. Our building is four football fields in size and is divided into one football field for conformation grooming; two for conformation rings, our sponsor, the student art show, Meet the Breeds, and the McScotty Market, our vendors, and our charity and rescue booths; and the last is for our obedience, agility, musical freestyle, flyball, "My Dog Can Do That," weight pull and performance grooming. These are some pictures that I thought you would enjoy from our student art contest. Notice the grade at the top. This was from a grade 6, and was a

Committee Choice. This was from a grade 8. This was from a grade 11, and a grade 10, and our Best in Show, a grade 10.

We have always added public oriented special events and attractions at our show. Our student art contest is run through the Houston Independent School District art departments. A committee of show people decide on the awards. Last year over 900 pieces of art were displayed. The winning pieces of art are used as section dividers in our show catalogues.

Our Meet the Breed is now in its 23rd year. We hold our event in one 100 by 60 foot ring with six to nine breeds being presented in an hour. Last year 114 breed presentations were held. We also offer an owner-handled clinic on Wednesday. You wouldn't think that someone would enter their dog for the first time at our show, but people do, and they don't go to training classes, they just show up with their dog. Our clinic gives people the chance to settle their dogs down, practice, and to buy the right equipment so they don't look like rank novices when they go into the ring. It is also proving to be very popular with folks who are coming back to the show world. We offer a Juniors clinic on Saturday and have expanded it to include pre Juniors as well.

We have big screens set up in the hallway out in front and around the hall on which we put an informational video on the AKC which Sherry Wallis produces. This was part of an idea I will give Alan Kalter credit for, when he did his talk on what the AKC has been accomplishing, we took it and ran with it and that's what all is in Sherry's video.

By offering rescues and other charitable enterprises a booth at our show at cost, we benefit when our show is advertised on their Facebook pages.

We work very hard to keep our exhibitors happy. Once the building is set up we offer time for exhibitors and vendors to drive in and set up. We also allow drive in to tear down on Sunday following the last best in show. We have made no secrets about the heat problems we have in Houston in July and this is part of what we've done to answer those concerns. In answer to exhibitor concerns about our agility surfaces, which were mats over concrete, last year

we hauled in dirt and gave the exhibitors a surface which they very much appreciated.

In 2013 we tried something new - Your Dog Can Be a Star - and we will keep it going this year. Incidentally, mixed breeds can be part of this and have embraced it terrifically. People vote on the top three dogs in our Facebook page and the dog show committee chooses the winner who will then have a starring role in next year's advertising and promotions. At Reliant, we feel we offer everything to do with dogs under one ruff.

Mr. Slay: Thank you, Carol. And now Patti Strand.

Ms. Strand: Well, if mine sounds a little bit like Carol's, it is because in 1992 or 1993 I got hold of Hazel Arnold, who was managing the shows in Houston at that time and we borrowed a lot from your club. So anything that you hear up here, please feel free to borrow. That's why we are talking about these things. As Alan said, the goal here is to put on the best show you can, obviously remaining exhibitor friendly, while getting the public to come to your show too. And that is a challenge, a bit of a balancing act sometimes. Having loads of people come to our shows can be a blessing and a curse, especially while exhibitors are trying to get to their rings. So, anyway, focusing on the judging part of it, again, a lot of things that Alan mentioned are things that we do. We have a judges' projection time of six months for our club. It's a very long time, but that is what we require because we find that our exhibitors do not want to show to the same judges over and over again.

We have a five day cluster with independent specialties, concurrent specialties and designated specialties. And we have two fabulous all breed clubs that collaborate wonderfully to put on the best shows possible. The biggest key to our success is that we have very experienced club members in both of these clubs. Jim and Kathy Corbett and the Savages are in the Tualatin Kennel Club and there are a number of wonderful people in our club too, the Murrays, Brutons, and many others. So we have people with a lot experience and we all get together and collaborate

and try to come up with the best show that we can.

Like Carol, we have a wonderful urban venue. It is huge and allows us to do all of the different events that we have been talking about here - and we do a great many of them. We have not done the Owner Handled Series yet but we will probably start that next year just based on what we've heard here today. We do offer four to six puppy. We were able to bring in 83 entries for just that event this last year. We were amazed because we had drawn about 50 in past years.

We have agility in conjunction with the all-breed shows in the same building. We offer CGC on one of the days and Meet-the-Breeds on 3 of the days. We have a Eukanuba Breeder Stakes on one of the evenings. We find that there is a lot of cross pollination that happens when you have all of these different events in the same place. People come to our show rather than some others so that in addition to getting championship points, they can also complete their CGC title. Portland is a very, very good town to hold a dog show. Portland was voted three times now Dogtown USA. Dogs are very popular there. Hopefully what we do encourages a dog-friendly environment and appreciation for the Sport. Another asset that have going for us there is our longevity. We have been at the Portland Expo Center since 1948 and as such, Dog Fanciers, the host club, is the oldest tenant there. People expect a big dog show in the third week of January. So just that staying power has helped us build our event.

We have had a website for some time, but we upgraded it to a WordPress website that has a lot more technological capacity than our previous one, and like Carol's, it's connected to Facebook. Without question it drove the public to our event this year. We got thousands and thousands of hits. So many, in fact, they took our website down on Friday night. The site couldn't handle it. We had to get more whatever-you-call-it - (bandwidth) to be technical - to get it back up. On to PR and community outreach: The biggest thing that we do to get people to our show is really very simple and something that everybody can do in about ten minutes. I write a three or four paragraph press release and I send it to every single media outlet within 100

miles of our show, all the way up to Olympia, Washington and down south beyond Salem, Oregon. Everybody in the region gets a press release. It just highlights the show. It drives traffic to the website. It gives them enough information so that they can follow up with us. I also make sure that our event is listed on all the public calendars. Most cities have a Chamber of Commerce, or a visitor bureau, and/or a local TV station that provide event calendars for local activities. Again, it's very easy. It takes 20 minutes to a half hour to locate the spot on their website and just plug in your event. It's very, very simple. Then again, like Carol's show, we invite nonprofits. We make sure that CCI, Guide Dogs For the Blind, some rescue groups, 4 H, Project Pooch, groups that are truly part of the dog community are invited to come and they get free booths. The guy that is in charge of vendors isn't too happy about the free part, but having them builds community support for what we are doing. People in the community have an interest in our show. We also have a huge outreach to the local schools. We do an art contest, a student art contest. We manage it rather than the schools, so it's a different management structure than Houston's. When the public enters the show, they aren't too interested in getting a show catalogue, so we created a program for them. It is simply a 17" by 11" piece of paper that is folded over. It tells the public where the different events are. It has a map. It tells them how dog shows work. But even more important, the front cover says all kind of nice things about the local club, about the fact that we donate to charities, about good things that AKC is doing. So everybody that comes in, and thousands and thousands of people attend, gets this handout to read and carry around with them. And it is just an 11" by 17" that is folded over with an 8 1/2" by 11" inserted into it. This is very, very easy to do and it's very popular with the public. And we have signage everywhere. When spectators come in the door, they see signs positioned by the obedience. Rally and agility rings. They're on easel stands, and have information for our spectators about what is going on in the rings. For the average member of the public who hasn't been to a dog show before doesn't

understand what is happening. So we just take this opportunity to promote the American Kennel Club and the activity. Every place you look you will notice that the signage all says AKC at the beginning. We find that people gather around the obedience and rally rings and stand reading these posters. They are learning a little bit about the sport and hopefully they'll come back next year, maybe with a dog of their own.

We have nonstop media coverage. I will tell you that this is something that we have developed this very, very well. And I want you to skip the videotapes. Just go right over them. You don't need to see me talking to the media. At our last show we had five continuous days of newspaper coverage from The Oregonian, the largest newspaper in the Northwest. They sent out a photojournalist and ran over 100 pictures of our show, some each day. It was absolutely nonstop coverage. And this is pretty typical for us. In addition, if we had shown the videos you would see that we were on television continuously too. And that last image was of coverage in Red Tricycle Magazine, a parent's magazine that covered the event. This is the photo journal business that they did. So every day in The Oregonian you would open it up and there would be new scenes from the dog show. This generates interest from the public to come in and it promotes what our club is doing. Now on to our art contest, this time for real. I will just run through some of the different artwork that has won prizes. Every year we have a different theme: A dog that was owned by one of the U.S. presidents; What dogs may dream; If I were a dog what breed would I be? There's a new theme each year. This was part of Dogs in the USA. Anyway, the kids are just fabulous. I think that was an eighth grader's work. This is "If I were a dog what breed would I be, and this artist says she would be a Corgi. This is our art contest chairman, Mary Bernard, in the middle, with a young artist on each side. And this image shows the thing that is the most fabulous about the art contest; the hundreds and hundreds of kids who come to the show as part of a field trip.

In the local area, parents are going in and arguing with the school principal to get their kids in the classroom of a teacher

who brings their students to Rose City Classic. They not only do art projects, they do social studies projects. The kids have to look up information on the different breeds. Some of the more creative teachers discovered that once the program is posted online, they can find out exactly what breeds are going to be exhibited during the two or three hours that their kids will be there. They have their kids pick a breed to study, learn about its origins, learn about what the people were doing at the time that this breed was developed and come to the show in droves to see the dogs. They have to have one parent for every five kids, one adult, and they all have to go through dog show etiquette training to make sure that they aren't running up on dogs and doing that sort of thing. When this first started, by the way, I used to get hives waiting for something to happen. Seriously, on the one hand it was this wonderful thing but it was also kind of frightening. The kids have been fabulous, though. The parents manage them very well. It is an absolutely sensational, wonderful, wonderful outreach activity.

Members of our clubs lead the kids as they start their tour. They don't stay with the kids during the entire tour. They just get them started. And one of our tour guide club members was trying to educate the kids that she was working with about what was going on in the various rings. Pretty soon this little girl pulls on her jacket and says "If you keep talking, Ms. Austin, I'm going to miss my ring time. I'm supposed to watch Chow Chows at 11 o'clock." So that speaks to interest of the kids and the education they're getting. It is just fabulous! So moving right along, we are always trying to figure out new things that we can do at the show for our exhibitors. Again, when you have as many people in the building as we do, and your primary purpose is putting on a dog show, it can be a mess. Last year we had some complaints about our aisles not being big enough. We have wall to wall people there sometimes. So we did something kind of creative. I don't know if I would suggest this to everybody, but we have very big rings at Rose City. We have double rings for some of the big breeds and most of the rest are 50 by 40 feet. So to solve our problem, we took one foot

off of every ring, making them 49 by 39. Not one exhibitor noticed this tiny change in their ring, but they did notice the big improvement in the aisles. All the aisles were increased by two feet, Bingo, it was a great success.

Then we saw these banners, not at a dog show, but at another event, and we thought wouldn't it be nice to have some breed banners over our rings for the specialties that work with us. So we created these banners to go over the rings of all of the breeds that had specialties. They are very attractive in person and were very, very popular. They are big, about 40 inches by 30 inches. They dressed up the building.

Basically, you know, when you are putting on dog shows and trying to have public events at the same time, there are some challenges. Having a big urban venue isn't all positive. They cost a fortune. Little changes in your entry can kill you. You can wind up losing your shirt. So it is really great to have a large urban venue but if you do, you must also have large entries. You need sponsorship and a ton of good vendors to work with. And you need the community support that we have built with the outreach to the schools. These things have been tremendous for us. And we work constantly to make it exhibitor friendly. The parking and crowd management are challenges we work to improve continuously.

And that's it.

Mr. Slay: Thank you, Patti. Next we have Dr. Tom Davies.

Dr. Davies: Good morning. You are going to hear a little bit of a different story perhaps from me than you have heard from my two predecessors, and I'm also going to put in a little bit of a plug for some stuff here. In discussing how to attract more folks to our shows, there are four segments of the populace that we have to consider.

First, there are those people who don't like dogs. Perhaps they prefer cats. They include our arch nemeses, the animal rights wackos. For this discussion we don't need to consider them at all. They are, however, a large segment of the population.

Secondly, there are the good folks who really like dogs, to lie at their feet in front

of the fireplace, to sit in their lap and get their ears scratched, the dogs, not the owners. These are the majority of those 65 million dog owners in the country. A subset of those is the dog lovers that like to do fun things with their pets. Those things may range from taking the dog to the dog park or walking around the block, to those that occasionally will participate in a competitive activity. I believe there are a lot of them.

Thirdly, there is us, the obsessed, the breeders and exhibitors that spend a totally inordinate amount of their lives with, for and about their dogs. Most of our close friends are like us. Our families think we are nuts. But we love what we do and we will always be here.

So today's discussion has centered around that part of our mission to draw some of this subset into our world and keep them there. We can't lose sight of the other part, however, that is to make the rest of those who love dogs like us and view us as the keeper of all things canine.

However, that's for another discussion.

One thing can be said about all of us who participate, we are competitive. We want to be successful. We want to win.

How many times have we heard...

"They come into the Sport, hang around for a little while, and disappear?"

Unfortunately, those are the folks that come in with certain expectations, don't achieve them, and move on to some other activity. Statistics show that a new participant in conformation will enter six shows. If they are unsuccessful in those six shows, they are gone. Those of us who have been around for a lengthy period of time have either had our expectations realized or we suffer from masochistic tendencies.

So we have a twofold goal, bring them in and keep them in.

We have seen an incremental uptick in participation with some of the newer initiatives, four to six month puppies, grand championships and owner handled competitions. The adoption of agility provided a large increase in participants. They were already out there but they migrated to AKC. Rally competition has also provided a venue for new participants to join the ranks. The inclusion of Canine Partners has helped bring in new participants.

Why are these Sports seeing the level of success that they have? Because they have

provided more opportunities for winning, more opportunities for titles, and more opportunities for personal success. In the companion Sports there is the possibility for everyone to achieve success.

So how do we capitalize on these observations? We have rooted around inside the box and explored every nook and cranny without discovering the magic bullet. It is time for us to begin to look outside the box, time to take a giant leap with ideas that we have heretofore not been willing to contemplate. No longer can a traditionalist mentality be expected to move us forward.

Now to the stuff that I'm really supposed to talk about.

The Springfield Kennel Club is fortunate that in our territory we have an extraordinary site for dog shows, like these two ladies and their clubs. We have been holding a show at that site for 85 years. I don't know that from firsthand experience, but that's what I'm told. We all know that dog show sites, even ordinary ones, just aren't there anymore. As time went on, more and more clubs sought permission to hold their shows within our territory. What for over 40 years was a site with one dog show per year has now become the premier site in the Northeast for quality dog shows. This year there are 39 dog shows at our site. Obviously there are advocates and there are critics to this. The major criticism is that the nonlocal clubs aren't serving their local areas when they hold a dog show away from their own territory.

That's obvious. My response is that dog shows, and I have a flameproof suit, so don't yell at me, my response is that dog shows are primarily for the fanciers and the exhibitors. Serving the local areas is far better done in other ways that reach the general public such as support of community dog related activities, educational outreach, mini meet the breeds and super match events, to name a few. Our club does much of this in addition to putting on our shows.

Those of you that were at the legislative caucus this morning heard a presentation from Jeff Ball about what he has done in New Jersey. If you weren't there, I feel sorry for you. It was absolutely what everybody should be doing. We have got to reach out to our communities in ways that don't necessarily have to include a

dog show. This is our perspective and you can understand from my perspective that case. With 39 shows in a city of 250,000 people you aren't going to get a hell of a lot of people walking in every show. So we prefer to do our outreach in other ways. We have each year the New England States Fair, which is a huge event at the same site. Each year we put a booth together with the AKC attending. We have a mini meet the breeds event. There are approximately a million and a half people that come through there. I'm telling you, they crowd around our booth space unbelievably. We also have partnered with the local law enforcement groups. We have purchased dogs, for the canine officers.

Just a quick aside, one of the really neat things that we did when we purchased these dogs, and we are in our second iteration now, we purchased these dogs, we go to the local schools in the urban areas and we have contests to name the dogs. We have presentations with all these young kids, sixth graders and under I believe, and it is a great event and it brings the kids in the urban areas a good picture of the policing organization.

The regional dog show concept has been a total winner for the fancy. When it became obvious that this is the way it was heading we adopted a number of ideas to ensure success. The site administration knew us well from our long experience with them. We sat with them. We formulated a list of regulations for dog shows. We grant permission on an annual basis and reserve the right to deny permission. We have had only one incident in all the years that we have been doing this and that was resolved quickly and amicably. We have clubs from Massachusetts, Connecticut, New York, New Hampshire and Vermont all sharing one site. I don't think that it is an understatement to say that the exhibitors love it. Our show entries are excellent, ranging from a low of 1,000 up to close to 3,000. Because of the number of shows, the area businesses, hotels and restaurants, have become very dog show exhibitor friendly and we make an effort to reach out to these organizations in the area and work with them if there are any issues.

Another area in which we have had great success is our cluster show management. We are now in our 34th year of our

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Thanksgiving Classic cluster shows between Springfield, Holyoke, South Windsor and Windham County. We are a friendly, amicable group and have operated each year without conflict. We use a single cluster treasurer, single cluster vendor chair and cluster coordinator. Everything we do is on a majority rules basis. Each club has an equal voice in everything we do. Each club pays its share and reaps an equal piece of the harvest. We coordinate judging panels, with each club having equal input. Our mutual respect for one another translates into a stress free relationship. In order to maximize our outreach to the fancy and the public, we include a large number of additional features. We host numerous health screening clinics. We hold a microchip implant clinic. We have four to six month puppy competition, owner-handled competition, Junior showmanship clinics, special competitions for 4 H kids, which believe me, people, if you can do that, do it. They are the greatest bunch of kids you would ever want to know and they know more than we do, "My Dog Can Do That" events, Barbara comes up every year. We have a regional Junior showmanship competition for the Northeast Junior Handler of the Year. We have obedience trials, rally trials. There is, although we don't host it, four days of agility trials at our site. Our entries seem to hold their own while others are complaining of declining participation. By the way, our site is in three buildings, three adjacent buildings, it is about six and a half acres. We are the Delegate body, we are the breeders, exhibitors, judges and show chairs. We are the Delegate committees. We can sit about and twiddle our thumbs while the board and the Staff do likewise and continue the slide to oblivion or we can use our collective right brains and explore new worlds in order to stop the hemorrhaging. Any idea is worth considering. Thank you for listening.

Mr. Slay: Thank you. We do have time for a couple of questions, if anybody has a question for any of the panel here on some of the items that were mentioned about how to draw the exhibitors and the general public to your shows, you can step up to the mic.

Harvey Wooding, Delegate for Westminster Kennel Club, spoke as follows:

I wanted to just embellish on something that Tom mentioned that I think is a great attraction for exhibitors, not necessarily for the public, but for exhibitors, and that's kind of the genesis of this whole conversation this morning. Tom and his cluster offer space at no charge, facilities at no charge, and equipment at no charge, to a number of different organizations that host health clinics, health screening, chips and so on. I know from firsthand experience, having participated as one of the presenters of these clinics, that these clinics draw entries to these shows. People expect them. They plan to be there. And they attend the dog show because the rest is available to them. I think it is an important feature and not one to be overlooked.

Mr. Slay: Thank you. Any other questions?

Helma Weeks, Delegate for Bucks County Kennel Club, spoke as follows: I thought your presentations were really terrific. However, I'm from a club that's probably a rarity, we have a one day show, and it is very, very difficult because nowadays many of the judges will not come for just one day and it is really sad. People say why don't you go in with the other clubs over that weekend, but then you lose your identity. I think some thought has to be given to that, how you can preserve the one day shows. Montgomery is another one. So it is hard. You know, not everybody has the ability to have the indoor facilities like you have. I mean, our spring show is outdoors and it is a lovely site, but, as I say, it is one day. AKC should maybe think about these things.

Mr. Slay: Thank you. We appreciate the opportunity to present this to you today and we hope you'll take this information that has been provided back to your clubs.

Marge Calltharp, Delegate for the Chinese Shar Pei Club of America spoke as follows: Tom failed to mention that their cluster also has a very new program and it is

very popular and it is jackets for Juniors, where jackets are donated. They partnered with a cleaning company and they make available jackets for Junior handlers who cannot have appropriate clothing. It is something to think about. The Juniors love it because they get to try on new clothing for nothing and it is another way to bring some enthusiasm which a lot of our shows are lacking as well as inclusion.

Mr. Slay: Thank you. We will move on to the next part of the meeting. I hope to hear from you and your show chairs signing up for that National Owner Handled Series as well as the four to six month old beginner puppy. Thank you.

The Chair called on the Chair of the Tellers Committee, Kim Johnson of KPMG, to read the results of balloting for the class of 2018 as follows:

Ms. Johnson: The total number of ballots cast was 338. There were no invalid ballots. Therefore, the majority to elect was 170. The results of the ballots were as follows: James R. Dok, 179; Dr. J. Charles Garvin, 205; Ronald H. Menaker, 259; Patricia C. Scully, 146.

The Chair declared that James R. Dok, Dr. J. Charles Garvin, and Ronald H. Menaker have been elected to the Class of 2018.

Mr. Sprung announced the passing of Connie Clapp on November 13, 2013. She was the Delegate for the Genesee County Kennel Club since June 14th, 1988.

Mr. Crowley read the names of Delegates seated since the last meeting: Deborah Ashlock, to represent Lawrence Jayhawk Kennel Club  
Linda K. Barr, to represent Winston-Salem Kennel Club  
April Clyde, to represent California Airedale Terrier Club  
Sharon Deputy, to represent Berks County Kennel Club  
James Duane Ellis, Sr., to represent Jaxon Kennel Club  
Andrea Glassford, to represent Detroit Kennel Club  
Victoria Glickstein, to represent Bryn Mawr Kennel Club  
Michael L. McClay, to represent Great



# delegates' annual meeting

Barrington Kennel Club  
 Sandy-Sue McClure, to represent  
 Pensacola Dog Fanciers Association  
 John F. McCullagh, to represent  
 Blennerhassett Kennel Club  
 Marianne Megna, to represent Staten  
 Island Kennel Club  
 Barbara Norton, to represent Upper  
 Snake River Valley Dog Training Club  
 Ereign H. Seacord, to represent Welsh  
 Terrier Club of America  
 Geraldine M. Shastid, to represent  
 Panhandle Kennel Club  
 Carol Shields, to represent American  
 Belgian Tervuren Club  
 Dale Suzanne Tarbox, to represent Great  
 Dane Club of America  
 Marilyn Vinson, to represent Southern  
 Iowa Kennel Club  
 Betty Winthers, to represent Olympic  
 Kennel Club

The following Delegates, who were attending their first meeting since approval, were introduced from the floor.  
 April Clyde, to represent California Airedale Terrier Club  
 Victoria Glickstein, to represent Bryn Mawr Kennel Club  
 Marianne Megna, to represent Staten Island Kennel Club  
 Ereign H. Seacord, to represent Welsh Terrier Club of America  
 Carol Shields, to represent American Belgian Malinois Club  
 Betty Winthers, to represent Olympic Kennel Club

The Chair welcomed the new Delegates.

The minutes of the December 13, 2013 Delegates meeting which were published in the online January 2014 AKC Gazette were adopted.

The Chair called on Alan Kalter who gave the Chairman's report as follows: Coming originally from the Bronx and being an ardent baseball fan, I always admired New York Yankees Hall of Fame catcher Yogi Berra. He is not only famous for being a gifted player, but also for his gifted ability for a memorable turn of phrase – like “when you come to a fork in the road, take it” and “always go to other people’s funerals, otherwise they won’t come to yours.” While Yogi employed malapropisms to make his point memorable, his intent was

always abundantly clear. One Yogism stands out as being especially appropriate to the American Kennel Club at this time – “the future ain’t what it used to be.”

I believe our future is very different today than it was just a short time ago. On every front there are clear opportunities out there that can make the AKC stronger. Through our commitment to relentless positive action we are seizing those opportunities and creating significant positive progress.

All progress has a starting point and today I will share some of those starting points with the understanding that progress is experimental; progress is impossible without change; and, most importantly, progress is made through implementing ideas and learning from them.

We are making significant progress in the never-ending journey to get the true story of the AKC, purebred dogs, and responsible breeders out to the American public. In partnership with Edelman, we are making progress in changing the conversation and reaching the right people – including young families and empty nesters. The positive story we have is more engaging than it was just a year ago. Media outlets of all types and all geography are more interested in positive stories about who we are and what we do for dogs than ever before. Last year, we earned 22.5 billion media impressions with a value of almost \$100 million – a 10% increase over 2012.

In addition to our traditional stories, we are now getting stories telling the truth about purebred dogs and responsible breeders. We are communicating focused messages of the value of purebred predictability and the importance of breeder expertise. We have developed and included allied voices within our PR opportunities, including breeders and veterinarians, all adding to the credibility of the AKC. A special thanks goes to Patti Strand for her commitment and assistance in helping us with a story clarifying the misconceptions about purebred dogs and breeders.

What impact is this progress in media outreach having on our public perception? Here’s one simple measurement: The slings and arrows sent our way on social media have dropped by over 40%. Plus we are growing our

social media supporters every day via every venue available.

Our success in connecting with the public has not gone unnoticed. Advertisers are more interested than ever in utilizing AKC.org and the Wall Street Journal has taken notice of our positive progress.

Certainly, our AKC/Eukanuba National Championship is an important element in reaching the public. Last year, the show was live-streamed to over 3 million people. While we had more people watching more of the show than ever before, I believe there is opportunity for even more engagement with the public by getting the show back on TV. With the Board’s enthusiastic agreement and Eukanuba’s approval, I have assembled a team of Staff, Edelman, and a group within Edelman specializing in opportunities like this to immediately pursue every possible option that would bring this unique celebration of dogs to television for the enjoyment of the 99 million people who love dogs as much as we do. I will keep you informed as we progress on this quest.

We continue to make progress in events. There are numerous ideas being vetted across all sports and many have been implemented already. The CGC title was launched last year and already we have applications for 17,000 dogs. The new Advanced CGC is gaining traction with over 1000 dogs titled.

Two clubs have applied for the pilot program allowing two conformation shows in one day. One club is a perfect example of how we thought this option would work to benefit clubs and exhibitors. The club is currently allowed four shows per year, averaging less than 300 dogs per show in a remote geography. Their plan is to have four shows in three days and we believe it will be very successful.

We have analyzed the impact of the National Owner-Handled Series (NOHS). The data demonstrates that the NOHS is a desirable and motivating offering for exhibitors. On average, those clubs that offered NOHS at their all-breed conformation shows saw a significant increase in entries versus similar shows that didn’t. No other special attraction, including Best Puppy and Best Bred-by-Exhibitor, had an impact on entries. Research with NOHS

participants around the country revealed that the availability of the NOHS competition at an event directly impacts their decision to enter. In the inaugural NOHS Finals held in conjunction with AENC last year, more than 520 competitors entered, representing 160 breeds and varieties from 43 states and Canada.

In our quest to bring new exhibitors into Conformation, we created the 4-6 Beginner Puppy Competition. Research yields that about 50% of the exhibitors are new to the sport and 68% of those that participate go on to enter the regular puppy class when their dog is eligible.

The AKC Agility staff is in the process of developing a new pre-novice class in order to help attract new exhibitors and keep this event growing.

The AKC Performance Events Staff is considering a way to acknowledge a dog's lifetime of achievement and promote continuing involvement in the sport for the many dogs that run out of new titles before they run out of ability and desire.

Innovation drives growth in events. Agility is the perfect example of this thinking. Staff is working on new events that are fun for dog and exhibitor, instinct based, and open to all dogs. We are making progress in dog and litter registrations, also. While we are still declining, the rate of decline has dropped significantly. We believe there are three key reasons for this. The first is that we are doing a much better job of telling our story, particularly about our Good Works program and its connection to registration for sustainability. In addition, two initiatives have had positive impact. Late last year, AKC introduced Breeder EZReg, an online tool that gives breeders an easy way to ensure all of their puppies are registered. Breeders that use it enjoy significant discounts on fees, complete naming control, plus other advantages. More and more breeders are using this new tool to register all of their puppies.

We are currently working on a new breeder support program that rewards breeders who perform the health testing recommended by their breed's Parent Club. This program, along with AKC Breeder of Merit, allows us to help the public find a responsible breeder. And

allows the AKC to not just defend breeding, but to improve it.

Helping breeders find good homes for their puppies and prospective owners find good breeders as a source for their puppies is an important part of growing registration and sport participation. To help accomplish those goals, the AKC Breeder Classifieds is getting a major overhaul that will deliver a much more consumer-friendly experience and therefore, a better showcase for AKC breeders. Look for the introduction of this great new tool very soon.

Our progress to a better future for the AKC is real. We recognize progress does not move in a straight line all the time.

There will be highs and lows, beginnings and pauses, successes and failures.

Through it all, we will remain optimistic, confident, and innovative – knowing that we can succeed when we have the courage, initiative, and vision to try.

And that's where you can help. Ideas will drive our progress and I just know there are some good ones out there. We have established two easy ways for you to share your brainstorm as they happen.

There is a new email address – AKCideas@akc.org – and a new voicemail line – (212) 696-8226. Both are open and we welcome your thoughts around anything that can help the AKC. I believe we are catching a contagion of success. As Yogi said, "It ain't over until it's over."

Our march on positive progress doesn't just end with the things I talked about. There is another positive progress that we would like to share with you today that you have been a significant part of and I would like to have Tom Sharp come up and talk about the AKC Pet Disaster Relief Trailer Program.

Mr. Sharp: Good morning. We continue to roll forward with AKC Pet Disaster Relief. I have some great news to share with you today. We have received over \$244,000 in six months. Combined with AKC Reunite's promised contribution, that is almost half a million dollars for pet disaster relief.

As you know, we rolled out our first trailer in late October 2013 to Pamlico County, North Carolina. Thanks to the Forsyth Kennel Club, the German Wirehaired Pointer Club of America, the

English Springer Spaniel Foundation and American Chinese Crested Club for making the first trailer a reality. Our next trailer will be going to Chattanooga, Tennessee, thanks to Chattanooga Kennel Club, the Welsh Springer Spaniel Club of America, the

Field Spaniel Society of America, the Chow Chow Club, the Miniature American Shepherd Club of the USA, the American Belgian Tervuren Club and the Havanese Club of America.

Thanks to the passionate efforts of Mary Lou Olszewski, we will soon be delivering two trailers to Maryland going to Hartford County and Cecil County sponsored by the Northeastern Maryland Kennel Club.

More trailers are in the works. The closest at this time are Atlanta Kennel Club, who is identifying a home for its donated trailer, and AKC Reunite's Staff is helping OFA find a home for its donated trailer in Central Missouri.

11 Colorado clubs have joined forces to donate two trailers in Colorado. Those clubs are Colorado Kennel Club, Colorado Springs Kennel Club, Evergreen Colorado Kennel Club, Buckhorn Valley Kennel Club, the Irish Setter Club of Colorado, Rocky Mountain All Terrier Club, Peak to Peak Working Dog Association, Greater Denver Soft Coated Wheaten Terrier Club, Greeley Kennel Club, Pembroke Welsh Corgi Club of the Rockies, and Plum Creek Kennel Club.

And the pipeline is growing. There are more trailers in the works. We have been told that Lexington Kennel Club in Kentucky and Fayetteville Kennel Club in North Carolina have identified emergency management recipients and raised most of the money for trailers in their states.

We are very proud of this program and all the great work from our task force and from Delegates and AKC club members around the country to bring AKC Pet Disaster Relief to fruition.

Look for announcements in the coming months between now and June as some of these trailers are rolled out in communities across the country.

Please don't hesitate to contact AKC Reunite at 919 816 3980 or relief@akcreunite.org if you have any questions about the program or for support we can provide for your club.

And don't forget to make sure your club is using AKC Reunite microchips for your micro-chipping clinics, as Tom Davies was talking about at his shows. Now I would like to introduce Pat Laurans, co chair of our task force, for a few remarks.

Ms. Laurans: Nothing has ever been accomplished without enthusiasm. Nothing has been ever accomplished without involvement. What Tom Sharp just shared with you about this program is wondrous. It is wondrous and this has all been made possible because of you and your clubs. What happens in the next three to six months is also dependent upon you and your clubs. More than ever we need clubs' involvement and enthusiasm. Please help us help dogs and the people who love dogs. Please help us continue to roll out help. What has been accomplished can grow with your help. Thank you.

The Chair gave the President's report as follows:

There are a few items I'm delighted to share with you today. The first is that prior to my departure as Chairman of the AKC Humane Fund the board members at that time, including Gina DiNardo, Daphna Straus and Joe Baffuto, agreed to donate the cost of a disaster relief trailer to AKC Reunite. It is designated for San Francisco, California.

On another note, to enhance the visibility of the many good things accomplished by the AKC, including when using the disaster trailers, we are going to distribute, and I will hold a sample up for you, 1,200 vests to our numerous Field Staff throughout the nation which will help identify to the media and the public the great work being accomplished by AKC's volunteers in times of crisis. They will be housed with our various Field Staffs throughout the country so they are available whenever needed instantaneously. Going back to the AKC Humane Fund for a moment, you are invited to submit nominations, if you wish, for the AKC Humane Fund Awards for Canine Excellence, commonly called ACE. Please send your nominations in each category (Exemplary Companion; Uniformed Service

K-9; Search and Rescue; Service; Therapy) to Gina DiNardo. The nominating period is from April 1st to July 1st. We welcome your input and your suggestions for those five categories.

The Chair called on Peter Farnsworth, who gave the Financial report as follows: Good morning. It is a pleasure to address you again this morning and to say good bye to winter, we hope. Those of us who have been in the Northeast, or anywhere on the east coast all the way down to Florida and Puerto Rico, I think are really annoyed with all this snow and cold weather. We are looking forward to the new year. Before we go to the new year we are going to go backwards just a little bit.

So what happened last year in the dead of winter, as we ended the year? Well, this chart has a lot of numbers on it, so I'm going to see if I can simplify it a little bit for you. Notably, all the numbers there are dollars in millions. Revenues were up \$3 million. Expenses versus 2012 were down \$6 million, for a net change on the far right hand side, Net Operating Income was up \$9 million, to \$11 million, a big switch from 2012; A big improvement. We are happy about that. We are going to talk a little bit about how that happened in just a minute. But down below Net Operating Income, investment gains continued and we had some other things that helped us make a good year last year. Investment gains were up \$13 million (that's the part that I'm responsible for, by the way. That makes for a \$20 million increase over a two year period of time. That's actually very good.

On the next line down... Every year there is an adjustment to the pension fund because of two things: One, we have a pension liability that's calculated by a bunch of guys in suits living in a basement someplace, actuaries. (We know actuaries are accountants without a sense of humor.) So they figure out what our pension liability is. That's \$100 million. Two, we have investments, that have moved outside of AKC and in fact are owned by the Pension Plan. The Pension and Investments Committee manages those investments, led by Charlie Garvin.

The amount of Investment money goes up and down various years and the

pension liability goes up and down. The relationship between the two is called the unfunded pension liability (which is the difference between the amount of the liability and the amount of funds invested to cover that liability). This past year we had a double positive effect. Both the pension liability dropped (according to the actuaries, who figure out how much we are going to owe over the next 20 years), and investments went up. So we had the double effect of a dramatically shrinking unfunded pension liability: In this case \$24 million. We account for that in our income statement as a "gain" (like a profit).

So in aggregate, after all those positive effects in one year, we had a \$39 million boost to our change in our net assets (also called accounting-based "Net Worth" in For-Profit companies). By the way, for those of you writing it down, I forgot to say at the beginning, as in the past I will be up front right before lunch at the end of this meeting to answer any of the particular questions. And we are making a change in process here, I'm going to have a format of this presentation (suitable for mature audiences) you can take back to your clubs and I am going to post that to the Delegates Portal. That was my idea. So a \$48 million positive swing that is composed, again, of the net operating income of \$11 million, \$13 million for investment gains, \$24 million of a pension adjustment, and a \$48 million in aggregate change in our so-called 'net assets'. That's terrific to happen in one year; very unusual.

So we are going to talk about revenue for a second and then go into costs. In Revenue, the \$30 registration fee for all of 2013 gave us a lift, but it wasn't that particularly important by itself. There were other gains that were taking place in the revenue area: Some one time gains in the area of royalties, licenses, etc:

•.....The new Good Dog Helpline had a good start. We launched that in midyear, late August, you know, mid-August, and it had a good start. It did better than expectations.

•.....AKC Reunite and Canine Good Citizen, showed terrific results. The Canine Good Citizen program now available in Petco stores is on its way to being more fully accepted around the country, these are

going to continue to help.

- .....And there were other revenue boost, in that we had some other one time occurrences that I mentioned that happened.

Registrations, however, are still under downward pressure. I don't want to disabuse anybody that somehow that trend is changing. This [chart] is the trend from ten years ago to today. As you can see, the trend line is what it is. There may be some that believe that the last five years on that chart, from the right going left by five years, is a change in the inflection, maybe even in the last four years; that is to say, a slowing down of the decrease in registrations. That would be good, but we will see. It is a long term trend. It hasn't gone away.

I'm going to talk about expenses now.

- .....Lower IT costs in general lowered our overall wage costs. We had some other restraint, as we called it, "hiring restraint", which kept wage growth dormant, even though we had a 3 percent increase in wages for our Staff as an adjustment for inflation.

- .....Pension adjustments reduced cost, in that one year alone, reduced the cost by \$3 million. That's sort of a one time event. We will see what happens next year.

- .....And we trimmed consultant fees by \$1 million.

- .....We had some other one time accounting adjustments, including some rent that we had accrued. Anyway, that was about a million dollars in aggregate.

I want to talk now about the assets and the liabilities. Where we were at the end of 2013 was that we had experienced a record growth in investments, which I talked about. We still have a diversified and largely liquid portfolio (which does not mean it is invested in oil or scotch), which means we can get it back at a moment's notice from the marketplace. Fully 70 percent of our portfolio is available tomorrow morning. 30 percent will take time to get back because it is invested in things called alternative assets which have some various liquidity provisions. But even those you get back relatively soon: You apply, you get your money back in 30, 60, 90 days, etc. Another balance sheet item I've talked

about is that we halved our UN-funded pension fund liability. That's unfunded portion of our pension liability is on the liability side of our statement of assets and liabilities (aka "the balance sheet"). We have no unrecorded large liabilities whatsoever. No surprises that have come about. And for other things we insure ourselves against catastrophic losses so that we can take care of those things that are outside our ability to foresee.

2014: This year, it is a mixed start to 2014. "Estimates" for February results follow because the February results are not all in just yet. For units of dogs and litters they are below 2013 for the same period, but above expectations (I would say "above budget", but we really don't get into budget much in this meeting, so I say "above expectations".)

Revenues are down 4 percent versus 2013. However, new revenues from new products/services are up. Revenues from entries and revenues from listings of mixed breeds are both also up versus expectations and the same period last year. Lower revenues in royalties and sponsorships, again, because of what I mentioned, last year we had a few one time events that boosted those. Those happened in January and February in large part last year.

Operating costs are up mostly in the area of payroll benefits and some consulting fees. Investment values were up 2 percent as of 2/28/14 versus the values on 12/31/12. I like to say they are 'holding' and we will see where it goes for the rest of the year.

But the sentiment around the building is that March may well be a "Monster Month". So people are looking forward to March. People are getting out, doing more things, getting out of the snow, etc. So some summary comments about whether the dog bowl is half empty or half full. We had a good 2013, but it is in the past. We have a hopeful 2014 start. Improvement in assets and liabilities (and as the sayings go "you can keep those" and "take those to the bank") have made us a more solid AKC for years to come. We are altering the angle of the drop in registrations for the better. And that's all part of, while not necessarily beating the odds, but rather improving the odds for improvement.

And the key words for this coming year are "Control", "Productivity" and "New

Sources of Revenue" (or as we would call it ["New Sources of Revenue"]: The Pipeline).

Bye bye and thank you from all of us in Finance.

The Chair reported that he waited to make the following information public for the first time at the Delegates meeting. He announced the appointment of Chris Walker as Vice President of Marketing and Communications. Mr. Walker gave an update on Public Relations and Communications, as follows:

Good morning. So I wanted to start actually with a quick video, just so you can see a lot of our hits that occurred in 2013 and then we will go into a short presentation to give you the high level of the numbers.

(Video played.)

Mr. Walker: As you can see, it was a very successful year with almost 20,000 clips. The only thing you won't see there was The Today Show for our top breeds and that's because I'm a little bit of a spiteful person, so we chose Good Morning America to be the premier partner for that. By your reaction we will continue that into the future.

So really this is kind of the high level of the numbers. We can go through this pretty quick. I think what was impressive was everything that we did was double digit increases. If we go to the first slide, this will give the overall year. So it was a 10 percent increase in impressions taking us up to the 22.5 billion impressions, close to \$100 million mark. I have to say that my personal favorite of those impressions are the local ones that each of you provide for us. So that's really the message and the ask that I'm coming here with is for as many of you as possible to get involved with us, when you have local events, when you want to do something in your local community to reach out to us, allow us to help you, allow us to provide you with the media lists, allow us to help you craft the message, to try to get that media message out there because I think those are the important ones.

The real important ones are the grassroots ones. You will see the big impressions. You will see the top line media, but it is the local stuff that tends

to sort of grow, and what starts as a local story tends to become national. So that's what we are really looking for. Our focus this year was really on two kind of target groups. We wanted to target empty nesters because we saw those as a great opportunity to drive people into the Sport, and we also wanted to target young families because our research has told us that young families are the people that are driving the buying decision on what dogs are coming into the household.

So what we identified as a great opportunity for us is if we could have the children in the households driving the dog. If it is a case of mommy and daddy, I want a golden retriever, instead of mommy and daddy, I want a dog, that gives us a real opportunity to kind of preach that message that we want to about purebred predictability and then also to get into the conversation about breeder expertise and how important it is to find the right breeder and ultimately find the right dog for you.

Here is some of the big clips that you see. Fox & Friends were a great asset to us this year. They had us on approximately once a month for different stories. We reached the Wall Street Journal a few times with multiple stories. Meet the Breeds was also our most successful year with 11 percent increase in PR impressions. 33 percent increased clips. First time impressions with CNN.com. We also penetrated the Spanish speaking market with Telemundo, which for many of you that were in attendance you would have seen the Spanish community was very well represented. And also Business Insider and a couple of other key networks picked up on this that really allowed us to kind of preach the business message around this.

Here is some of the great coverage that we had in some still shots and some of the press in and around New York. We just can't top that cat fashion show for some reason. It is still everybody's favorite. So we would love an idea suggested to us on that one.

Eukanuba was also a great success with the PR around it, particularly around the live stream it had a lot of excitement in the digital media community. The big pickup there was CBS Sunday Morning which we felt helped drive a lot of pieces to have a national piece like that

promoting us as a go to event for the following week was critical. That was a 52 percent increase in PR impressions and up 18 percent in clips.

I think the one thing that we didn't feature in these numbers actually was the amount of other websites that picked up the live stream and embedded that into their websites. That drove a lot of media impression as well.

And then the most popular breeds also, which we just completed, up 15 percent, 34 percent in clips. Again, we did it with Good Morning America. Another critical pickup was the CBS Evening, the national news, picked it up and ran the story. We think this is a great story that everybody should be out there telling to help us allow people to understand what is the best breed for you and your family and your situation, and the more we tell that story, the more it resonates with people and the more it is resonating with media. So we think that is critical for all of us to tell that one.

The last thing I really wanted to touch on was just some of the things that we can do for you all because I'm just not sure that I have communicated that enough, is that we are here to help. So anything we can do within media, legislative, you know, PR resources, guides, contacts, you know, the videos we showed, that video in December. I want to be clear on this, that was really a test video because we want you to come to us and say look, here are the people you should do videos of, let's keep doing videos. The more videos we have the more we can use those to garner local media impressions, the more we can use that to spread the word.

That's really what is critical today. We really want you guys to know what resources we have. Free to come up to me at the end and ask if there are any events that need help, promotion, any guides, any media lists you need pulled, - we have guides on social media, how best to use social media, how best to use websites, how best to use PR and reach out in your local community. All of that will be there.

Then if we go just to the last slide just so you can see the social media, we actually have multiple Facebook pages now. Our overall Facebook audience is approximately 1.5 million. So it is not just

AKC's Facebook, we are starting to branch off. AKC Family Dog is huge. You know, you can also follow the AKC Winners. It has the show winners, Humane Fund, AKC Reunite, Canine Partners, Junior Partners, FSS, and also one that has really taken off is our Breeder Education Network where we have about 4,000 breeders in there sharing tips to each other which is good. It drives a lot of good daily conversation. It is a good close group, if anyone wants to get in there and communicate with other like minded breeders. Thank you.

The Chair called on Carl Ashby to give a report on the launching of the 2014 PAC campaign. Mr. Ashby spoke as follows.

Good morning. While we are waiting to get the microphone, I would like to ask Ann Cook, Delegate for the Siberian Husky Club of America to please come to the front of the room.

In 2012 we launched our first President's Challenge. It was a great success. We raised, through your efforts and the efforts of all the other clubs, \$46,000 to support the PAC. These folks standing (Ms Cook asked Bob Eisele to join her as he was the spark plug for the Parent Club fund raising effort) to my right and the club they represent, the parent club for Siberian Huskies, raised over \$5,000 of that amount. This is an incredible accomplishment and shows what could happen if we could engage all of our parent clubs in the same way she, Bob and their team were able to engage their membership.

So today we want to recognize that effort with a presentation of this certificate to that club and to thank you both for your efforts and the efforts of your team that accomplished this incredible amount for the AKC Political Action Committee.

Ms. Cook: Thank you, on behalf of my club. It was our pleasure. And I also wish that Bob Eisele, who is a member of our Club, the perennial treasurer, and also here as a Delegate representing Suffolk County Kennel Club, be recognized as he was really the spearhead behind this whole effort.

Thank you, Bob.

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Mr. Ashby: Thank you both of you so much. This is a challenge to all parent clubs, to actively engage in supporting the AKC Political Action Committee. Well, it is 2014 and we enter another election cycle. It is also time for the biannual PAC President's Challenge. This year is an important year for us. I would like to share with you some of our successes as a result of the work that we did in 2012 and talk with you about how we are going to go about exceeding our 2012 challenge to raise money on behalf of the PAC.

Let me just review a bit. We have a number of new Delegates in the room and we want to make sure everyone understands our uphill struggle. We track about 1,200 bills a year in AKC Government Relations. They do an amazing job with a very talented but small Staff. I know many of you who have worked on local legislative efforts know that they are there literally available 24/7 to help you. But 1,200 bills is a lot. If you think about that, the success that we have been able to have when you consider the resources that HSUS (and other likeminded groups) have committed to legislation that would essentially eliminate companion animals in the United States. In 2012 alone HSUS committed \$66 million influence public opinion on animal matters...much of that directed at our way of life. Very few organizations have state directors out the way they do working 24/7. We don't have any of that. We have you. That has proven to be a really powerful force. We have taken a relatively small amount of money and we made it work for us. We can even make it work more if we had more. The PAC doesn't not sit on your money. That money gets invested and it is invested in the candidates you ask that they be invested in. So it is really your money. We are just the stewards of it to make sure it is used in the most effective ways possible.

In 2012 we raised \$46,000 for the PAC, the largest amount ever raised in a single year. However, when you consider the fact there is 5,000 plus organizations affiliated, licensed or a member with AKC, do the math. This is NOT a large amount...about \$9/Club. The potential is tremendous if we can find a way to engage everyone. Last year, when we

didn't have the PAC challenge, we brought in less than \$14,000 so you can understand how important this challenge is to dogs.

Recall the 1200 bills we track and when you consider our success rate, it is pretty amazing. The AKC PAC is essential for fighting anti dog legislation and it has been highly effective in doing that. 90 percent of the candidates that you supported through the PAC were successful last year winning their races. In 2013 we also made investments in candidates but that was preparing for this election cycle, 2014. And, frankly, the coffers are just about dry. We have got to get those replenished and we must do it quickly so we can have the same impact this election cycle that we had in 2012. AKC PAC helps you get legislative access. Just handing the check and shaking their hand is worth an awful lot. Then when you do need to get in at the local level you have that opportunity. They will remember you were there. It is not that you hand over that huge check, it is that you hand over a check. That donation means everything at the local level for you, your club, and the AKC. The work that Sheila and her team did regarding the Farm Bill and APHIS, working with other organizations such as NAIA, was a direct result of all the groundwork we laid previously through our PAC and working with our other allies on this matter. It was just a great example of what you do when you both work together and when you have laid a strong foundation over the past years to build relationships.

I mentioned already it is your PAC. You influence it. We ask you to be active in recommending people and then, finally, you do get that local level access. 100 percent of the donations go to candidates and incumbents, there are no administrative charges, every dollar goes to the PAC. It is probably the very best investment you can make to fight anti-dog legislation. There are very few organizations that can stand up in front of you and say dollar for dollar it gets reinvested in its mission.

Finally, AKC cannot contribute to the PAC. Your clubs unfortunately, can't contribute BUT your members can. That's where you come in. You the advocate within the organization to assure your Club's members understand

how important the PAC is to our future. Our goal in 2014 is \$75,000. That's \$15 a club literally and very, very achievable. Now, the reality, we know, is we are not going to have 5,000 clubs participate. We hopefully can get to 1,000 this year. Based on history that is going to be a stretch. But just in this room, if the Delegates here plus the ones that aren't, if the member clubs themselves took this on as a serious challenge we would easily blow by \$75,000.

We believe the president of the club is key to the success of the Challenge. By going to the president and by engaging you, we believe we can have great participation and success. That is why it is the President's Challenge and we go directly to the president. You are important to make sure it gets the kind of attention in your club and I hope that you will assure your club understands just how important the PAC is making sure a message is heard across the country.

We are asking you for two things. We are asking each of you in this room to make a personal donation to the PAC. A leadership gift, if you will, and for you to ask your president to also show leadership and support through a donation. It is hard to ask other people for money if you yourself aren't invested. So when you walk out of this room stop by and make your donation at the PAC table today,....Sheila will be standing by. We want to make sure everybody gets recognition. We know, don't we, from agility and obedience, people love titles. So we are going to give you a chance to have a title. You can be a bronze level, you can be a silver, a gold, or platinum. These goals are not hard to achieve. I don't know why you all wouldn't want to be platinum, my gosh, that is a precious metal. But the point of all this is we are going to get you a chance at a title. If all of this works you might even get a prefix title next time!

So here are the next steps. Your President is going to receive a letter from the PAC asking for their support and help in making this the best Challenge ever. You will be kept in the loop via of emails. We have a plan to communicate with the President and Clubs on a regular basis during the Challenge. We hope to end the Challenge in July so we are counting on you to help achieve this date. I have asked Sheila to identify high

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potential candidates for support of the PAC, and we will be making some calls. We may ask some of you to make some calls, not a lot, just a handful, to get people interested in supporting the PAC. So if we do get in touch with you to make a few calls we hope you will. Please contact the president of the club you represent when you get back and let them know about the 2014 PAC Challenge to look for a letter with the details. Then make a personal plea to your club through your e list and so forth asking each member to make a personal donation. We have a lot of easy ways to do that so it will be compliant with the Federal Election Commission rules. Sheila is always available and her team to let you know how that might be.

The PAC is doing good things. We are doing our very best to stretch a small budget a really long way and we are very proud of the fact that because you have identified the right people we have been able to get a 90 percent success rate on the candidates that we support. We don't care whether they have an R or D, we support both. These people are important to us. We want to be sure that you are identifying the right people in your communities that meet the PAC criteria so we can support them. I am looking forward to reporting back we are well past our \$75,000 goal in June. Thank you.

There was a vote was on the proposed amendment to Chapter 8, Section 9, of the Field Trial Rules and Standard Procedures for Pointing Breeds. This amendment would allow a club to, at its discretion, provide lower entry fees for Junior Handlers. This same wording would be added to the applicable sections in the Field Trial Rules applying to Spaniels, Retrievers, Beagles, Dachshunds and Basset Hounds. The proposed amendment was brought forward by the Performance Events Staff and was approved by the Board of Directors. There were two thirds in the affirmative and the amendment was adopted.

The second vote was on the proposed amendment to Chapter 10, Sections 2 and 3 of the Field Trial Rules and Standard Procedures for Pointing Breeds

Protests Against Dogs. This addition would disallow a person connected to a dog being protested from serving on a Committee hearing a protest, in order to ensure impartiality. This would apply to all Field Trial Rules for Pointing Breeds, Retrievers, Spaniels, Beagles, Dachshunds and Basset Hounds, as well as the Regulations governing Herding, Lure Coursing and Earthdogs. This recommendation was brought forward by the Performance Events Department and was approved by the Board of Directors. There were two thirds in the affirmative and the amendment was adopted.

The final vote was on the proposed amendment to Item III C. Obedience, Tracking and Agility of the Delegate Standing Rule on Committees. With Rally being separated from Obedience, the Delegate Obedience, Tracking and Agility Committee, voted to change its name to the Delegate Companion Events Committee and to incorporate Rally into its charge. This amendment was brought forward by the Delegate Obedience, Tracking and Agility Committee. It does not require Board approval and/or publication, but does require a majority vote of the Delegates. There was a majority in the affirmative and the amendment was adopted.

The Chair called on the Executive Secretary to read the proposed amendments to Article VI, Section 5, of the Charter and Bylaws of the American Kennel Club. Mr. Crowley spoke as follows:

This amendment which is to Article VI, Section 5, of the Charter and Bylaws of the American Kennel Club would remove eligibility restrictions on Delegates for certain classes of persons previously excluded from approval as Delegates. It opens membership to judges who charge fees in excess of expenses; professional handlers; persons who engage in the retail sale of dog food or dog supplies; and publishers or those who promote show dogs and kennels through solicitation or acceptance of advertisements in commercial dog publications; and dog show superintendents. It also adds convictions for animal cruelty as a basis for not approving or for removing someone who is a Delegate.

The proposal was submitted by the Delegate Bylaws Committee and is being brought forward without Board recommendation. It will be published in two issues of the online AKC Gazette and you will be asked to vote on it at the June 2014 meeting. The full text is on the worksheet previously emailed.

The Chair called on the Executive Secretary to read the proposed amendment to Chapter 14 New Section Rules for Retriever Trials, of the Field Trial Rules and Standard Procedures for Retriever Trials. Mr. Crowley spoke as follows:

Mr. Crowley: This amendment is to Chapter 14 New Section Rules for Retriever Trials of the Retriever Field Trial Rules and Standard Procedures for Retriever Trials. This is a new section introducing the Qualified All Age 2, or QA 2 title, which is meant to acknowledge an intermediate level of achievement in order to encourage participants to remain active in the Sport and in the clubs. The proposal was submitted by the AKC Performance Events Staff and was approved by the AKC Board of Directors. It will be published in two issues of the online AKC Gazette and you will be asked to vote on it at the June 2014 meeting. The full text is on the worksheet previously emailed.

The Chair announced that the Monday, June 9th, 2014 Delegates meeting will be held at the Doubletree Newark Airport Hotel, and that in the next few weeks the Conference and Travel Department will place the hotel information on the Delegates Portal when our block of rooms becomes available.

The following discussion took place during New Business:

Ms. Bernardi: Many of us have learned this weekend that we are going to be losing two long time and loyal Delegates and I would like for the rest of you to join me in saying best wishes and thank you very much to Judi and Bill Daniels who will be leaving the Delegate body. I don't want to diminish Bill in any way, but I served on the original Perspectives Committee with Judi Daniels. I have served with her on the Bylaws

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Committee for several years. We are not always on the same page but I always know she cares about this organization and the Sport and I respect her very much and I will miss her.

(Applause)

Sue Goldberg, Delegate for the Lewiston Auburn Kennel Club, spoke in favor of the idea coming out of the Dog Show Rules Committee for a Reserve Junior Handler award.

She also advocated for donation boxes at every breed booth at Meet the Breeds held by AKC or individual clubs, and presenting to people who stop by their booths information on the good that AKC is doing and to solicit donations. This could hopefully add to the trailer program.

Steve Gladstone, Delegate for the Greater Naples Dog Club, spoke as follows:

For a little over 12 years I've had the pleasure of serving with Pat Scully on the Board and she has served I believe 16 years on our Board. I have no official position other than Pat, thank you, we will miss you, but mostly thanks for bringing those pugs with you.

Mr. Sprung: I will add that Pat was our resident expert on the Board in obedience and was a great help to both Staff and the Board of Directors. Thank you, Pat.

The Chair recognized Larry Sorenson, Delegate for the Dachshund Club of America, who spoke about the AKC getting input from the Parent Clubs before producing breed-specific videos featuring breeders.

Rita Biddle, Delegate for the Ingham County Kennel Club, requested that the Delegates be copied on the letter Mr. Ashby sends to the presidents for the PAC challenge so that clubs will know when received so that they can follow up on it.

Judi Daniels, Delegate for the Mt. Baker Kennel Club, spoke as follows:  
I want to thank you very much for the kind words and the applause. It has been an honor to serve in various capacities in this organization since 1981. While I won't be here at the quarterly meetings, I

hope to see all of you at shows in the future. Thank you.

Marjorie Tuff, Delegate for the American Shetland Sheepdog Association, presented a proposal to expedite the introducing of new Delegates at meetings.

Mr. Sprung agreed that the Board and Staff would meet with the Coordinating Committee to consider this.

Carol Williamson announced that the coordinator for the next issue of Perspectives will be Monica Stoner. She indicated that that her address can be found in Perspectives and that articles could be sent to both of them. She requested that they each be copied on submissions.

The Chair recognized Ken Marden, Delegate for the German Shorthaired Pointer Club of America, who also spoke highly of Judi Daniel's many contributions to AKC over the years.

Gloria Marshall, Delegate for the Bayshore Companion Dog Club, complimented Barbara Norton for her Perspectives article concerning obedience training and the fear some newcomers have about aggressive dogs in group exercises.

Barbara Mann spoke about the animal rights groups now plaguing the carriage horses in New York City. She hoped that those who live in New York will pay attention to this issue and support the carriage horse drivers and the horses.

Glenda Stephenson, Delegate for the Space Coast Kennel Club of Palm Bay spoke in favor of the reserve Junior Handler award.

Wanda Allen, Delegate for the Saratoga New York Kennel Club, informed the body that the Associated Dog Clubs of New York State have spearheaded an injunction against the USDA/APHIS regulation. She applauded the people that have come forward, both all breed clubs, specialty clubs throughout the country, to help support this. Information and complete updates are available at [www.keepourdomesticanimals.com](http://www.keepourdomesticanimals.com).

Sherry Wallis, Delegate for the Akita Club of America, spoke about the voice of reason in online discussions regarding subjects like dogs, vicious dogs or some carriage horses, or anything that is sponsored by the animal rights groups, etc.

The meeting was adjourned at 11:42 a.m.

*The opinions expressed by the speakers may not necessarily reflect those of The American Kennel Club.*