

AMERICAN KENNEL CLUB
Delegates Meeting
September 9, 2008

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

The Delegates cast ballots for the Delegate Standing Committees.

The Chair introduced the persons seated with him on the dais: Chairman, Ron Menaker, Vice Chairman David Merriam, Doris Abbate, Professional Registered Parliamentarian, Jim Crowley, the Executive Secretary, and Todd DeSimone, the Court Reporter.

The Chair informed the Delegates of the passing of Lee Davidson on June 18th and of George Sexton on July 29th. Lee Davidson was the Delegate for the Clermont County Kennel Club since February 2008. George Sexton was the Delegate for the Rhodesian Ridgeback Club of the United States since March of 1988. To Rosann Sexton, Delegate of the Woodstock Dog Club, who was at the meeting, the Chair expressed on behalf of the AKC and the Delegate body that they would always remember George and his contributions to AKC.

The Executive Secretary read the names of Delegates seated since the last meeting:

Deborah L. Brown, North Hero, VT, Lake Champlain Retriever Club
Dr. A. Duane Butherus, Lebanon, NJ, Delaware Water Gap Kennel Club
Cathy De La Garza, South Houston, TX, Galveston County Kennel Club
James R. Dok, Shelton, WA, Gig Harbor Kennel Club
Karen Dorn, Indio, CA, Dandie Dinmont Terrier Club of America
Mary Ellen Fishler, Washington Grove, MD, Poodle Club of America
Cathy Gaidos, Manhattan, KS, Rubber City Kennel Club
Robette G. Johns, Oak Hills, CA, California Collie Clan
Sharon Morgan, Welcome, MD, German Pinscher Club of America
Margaret K. Mott, Livingston Manor, NY, Norwegian Elkhound Association of America
Jane Pelland, Foster, RI, South County Kennel Club
Thomas S. Powers, Northridge, CA, Kennel Club of Beverly Hills
Dr. Robert D. Smith, St. Stephens Church, VA, Memphis Kennel Club
Holly S. Stump, Ipswich, MA, Staffordshire Terrier Club of America
Audrey F. Sutton, Saratoga, CA, Santa Clara Valley Kennel Club
Christopher L. Sweetwood, Milford, CT, Trap Falls Kennel Club
Judith H. Tighe, Hoffman, NC, American Brittany Club
Sharon Weston, Grants Pass, OR, Southern Oregon Kennel Club
Ruth A. Williams, Upper Darby, PA, Bryn Mawr Kennel Club

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

Dr. A. Duane Butherus, Lebanon, NJ, Delaware Water Gap Kennel Club
Barry D. Cavanna, Pleasant Hill, CA, Contra Costa County Kennel
James R. Dok, Shelton, WA, Gig Harbor Kennel Club
Karen Dorn, Indio, CA, Dandie Dinmont Terrier Club of America
Mary Ellen Fishler, Washington Grove, MD, Poodle Club of America
Cathy Gaidos, Manhattan, KS, Rubber City Kennel Club
Margaret K. Mott, Livingston Manor, NY, Norwegian Elkhound Association of America
Thomas S. Powers, Northridge, CA, Kennel Club of Beverly Hills

Dr. Robert D. Smith, St. Stephens Church, VA, Memphis Kennel Club
Glenda Stephenson, Space Coast Kennel Club of Palm Bay
Holly S. Stump, Ipswich, CT, Staffordshire Terrier Club of America
Audrey F. Sutton, Saratoga, CA, Santa Clara Valley Kennel Club
Christopher L. Sweetwood, Milford, CT, Trap Falls Kennel Club
Ruth Williams, Upper Darby, PA, Bryn Mawr Kennel Club

The Chair reported that the prior evening, the AKC management team hosted the orientation for new Delegates. There were 33 attendees. It was very successful and well received and management will continue this program.

The Chair reported that AKC and AKC CAR performed admirably in the disaster relief efforts for Hurricanes Gustav and Hanna. He expressed appreciation to Lisa Peterson, Tom Sharp, and also to dog.com, AKC's online store, for their donations of free shipping of relief supplies and providing staffing on weekends to help the dogs in need.

As there were no corrections to the minutes of the June 9th, 2008 Delegates meeting published in the July *GAZETTE*, the minutes were approved as published.

The following clubs were approved as member clubs:

Ann Arbor Kennel Club
Mount Bachelor Kennel Club

James Stevens, AKC Chief Financial Officer gave the financial report. A summary follows:

Total revenues for the first seven months of 2008 were 2 ½% higher than last year and operating expenses were 1% lower than 2007. This resulted in a year-to-date operating surplus of \$3.2 million vs. \$2.5 million last year.

The extremely difficult stock market environment in 2008 has led to a year-to-date unrealized investment loss of \$3.2 million. This contrasted with last year's gain of \$3.8 million.

The 2008 net surplus for seven months was \$20,000 vs. \$6.3 million last year.

The Chair gave his report as follows:

As you have just heard, the declining registration numbers are severely impacting our core revenue and, in turn, alternative revenue. At our last meeting, I shared with you the details of competitors' financial incentive tactics which undermines our core business, causing significant losses in revenue. Today I want you to take a closer look at how this impacts AKC the most.

In the last decade, litters have declined 30 percent, from 564,000 to 392,000. We conducted a great deal of research about the causes of this decline and have some conclusions to share with you.

Are fewer AKC dogs being bred? No. The percentage of dogs and bitches from our registry that become part of the stud book remains constant over the years. 28 percent of bitches and 18 percent of sires participate in at least one AKC registered litter.

Are fanciers breeding less? No, they are not. The number of litters registered by fanciers has remained constant at approximately 55,000 litters per year since 1992.

In addition, as Jim illustrated, the percentage of individual dog registrations from the fancy also remains constant. It is the purebred pet owning population that is leaving us and leaving us in larger numbers year after year.

The breeding of purebred dogs is not declining. It is the number of litters registered with AKC that is declining. All leading indicators, including statistics from the American

Veterinary Medical Association, the American Pet Products Association, and others, as well as our own research, has shown that there are more purebred and mixed breed dogs in America than ever before.

What segment of our breeder population has the biggest impact on our overall numbers? It is the breeders that produce 7+ litters annually, many of whom are no longer with AKC. Just to remind you and to share with new Delegates, here is a list of our competition today. I will point out that these 30 registries are only of all-breed competitors. There are also additional competitors that are for specific groups of dogs.

Since our peak in 1992 with 1.5 million individual registrations through 2007, we have declined 46 percent. This 16-year trend must be addressed by all of us, collectively and proactively.

Another very important factor contributing to this decline has been the loss of the one litter a year breeder, many of whom actually breed only one litter in a lifetime. A number of those who historically purchase pets no longer are buying an AKC registrable dog or bitches. Breeders registering one litter per year registered 13,762 fewer litters in 2007 than they did just five years ago in 2002. This is a 10 percent decline in litter registration activity for just that one single group.

Let's not forget a very telling fact that applies to everybody in this room. During all of your decades in the sport, the pet buyer has financially supplemented your passion and participation in AKC events -- my 40 years; your 30, 40, 50, or longer. The core revenue from pet registrations funded our organization's and the sport's growth to a very large extent.

Here are some additional questions we have researched. Do fewer people own purebreds? No. According to the studies, the number of households owning a dog has increased by almost 5 million since 2000 and the percentage owning a purebred dog has grown by 7 percent.

Are litter sizes smaller? No, they are not. Our own data confirms the average AKC litter size has been 4.8 since 1998.

Is there less interest in AKC dog registration? No. **If** the buyer receives AKC blue slip papers, the buyer is just as likely to register with AKC today as they were ten years ago. A 44 percent blue return rate has been constant for the last decade.

We know that individual dog registrations are declining as a direct result of fewer litters registered with us. From litters registered in 1992, there were more than 2.7 million AKC-registrable puppies. From litters registered last year there were fewer than 1.9 million AKC-registrable puppies.

Fewer registrable dogs equates to fewer registrations, fewer pedigrees, fewer transfers, and less of a pool of newcomers for our sport -- to carry that heavy equipment when setting up a match show; to put up arrows on the way to your event; or to work in the parking lot.

But what else will this mean to your club? There will be less and less core revenue from pet registration which will shift that financial burden where you do not want it to wind up - - directly to your club, your members, you and me.

Let's look at some research in terms of lost revenue from types of breeders: Losing one breeder that produces seven plus litters annually results in \$24,500 in lost registration revenue; Losing one breeder that produces one to six litters annually results in an average loss of \$1,925.

Couple these facts with the tactics of competitive registries which I presented to you at the June meeting, including free litter registration, financial incentives to distributors for placing competitors' information in puppy packets, and sharing registration fees with retailers, results in our being faced with a continuous loss of revenue, constituents and influence.

We can't just stand by as our competitors build new, large facilities to process more "paper", and we can't allow them to continue their tactics of making litter registration meaningless. Just look at this ad: \$10 flat litter registration and free breeding stock registration.

In this one, another registry is even starting to sponsor events.

This one also is touting free litter registration.

We don't know precisely what the competitors' registration numbers are because, as for-profit companies, their records are proprietary, unlike the AKC. But our research demonstrates the pool of purebred registered puppies is growing, and our relationships in the dog world as well as from our own internal Inspections department reveals that our competitors' market share is increasing dramatically.

A few weeks ago we met with our Compliance Department field staff and one item discussed was a visit to a pet store to conduct an inspection. Everything was very good: all the puppies were healthy; care and conditions were fine. However, the owner told the Inspector not to bother to come back because they no longer choose to offer AKC registrable puppies. We want to have access to these shops for the welfare of dogs, and that desire is enhanced by the fact that this is a growing market. The percentage of retailers carrying puppies that can be registered with AKC or elsewhere increased from 17 percent in 2005 to 23 percent in 2006. In fact, just two weeks ago, while meeting with us in our office, the new President of the American Veterinary Medical Association and his senior staff stated that the pet shop industry is flourishing and, in their own words, it would be naive to believe they will not continue to grow.

Many of us purchased our first dog from a pet store or similar retailer. For example, Ron Menaker bought his first Bedlington Terrier from Gimbels Department Store. Much like our Chairman, others went on to seek out fanciers to get their next AKC dog and eventually joined and contributed to our sport.

Today's culture is not even allowing this to happen anymore. Without that first AKC puppy, an entire generation of exhibitors and multiple generations of future dogs are lost. We are faced with making a business decision. Our core breeders can't supply the demand to the public. We don't want you, your members, or other fanciers to carry the financial burden of the organization or even of the sport. You don't want that either! So action to protect our future is necessary.

My friends, for the generations that will follow us, it can no longer be business as usual. Our creative juices began to flow as we made well-researched decisions which have succeeded and resulted in significant alternative revenue streams. Jim shared with you our record-breaking 2007 accomplishments of \$12.6 million. Rather than pat ourselves on the back, we are being transparent with you. These represent multiple revenue streams and are the result of efforts made two, three and four years ago when we had a stronger story to tell corporate America's marketing departments.

As every business person knows, alternative revenue is just that -- a temporary alternative source at best. As constituent numbers decline, so do the revenues from these opportunities. AKC's core business represents both our major revenue component and the platform from which to seek licensing, sponsorship, and other marketing initiatives.

As an example, even when we approach dog food companies, traditionally the stalwart sponsor of our programs and events, they respond that the numbers of AKC's constituent base are no longer large enough to justify sponsorships.

In closing, this last ad shows that our competition is serious about burying us and making us extinct. In order to protect AKC's future, we will take whatever steps are necessary.

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

Good morning. Both Jim and Dennis have outlined the enormous challenges we face in reversing the continuing decline in registrations. Today we are losing market share at an alarming rate, especially in the retail sector. We are being challenged competitively and financially. The declining registrations and associated core revenues, if allowed to continue, will fundamentally change our organization going forward.

Make no mistake, the very future of the AKC and the sport as we know it is at risk. We can all remember some of the premiere name-brand companies of the past, leaders in their field, the ones we thought would be around forever. These giants, these household names, held the same standard as the AKC, companies such as Westinghouse, Pan American Airlines, Standard Oil Company, E.F. Hutton, Woolworth's, Montgomery Ward, just to name a few. Today there are at least 30 all-breed registries in addition to the American Kennel Club whose combined registration numbers exceed that of AKC's. If this trend is allowed to continue, if we do not stop the hemorrhaging of declining registrations, we will no longer be the premier registry in the world, let alone in the country.

Management has been directed by the Board to aggressively pursue all dogs eligible for AKC registration. We intend to reach out, communicate and educate those in the retail sector as to why an AKC puppy is the gold standard and why they should be registered with the American Kennel Club. In achieving this objective, we intend to continue to raise the bar by vigorously enforcing our policies. This action is essential to protect and preserve our leadership.

As the preeminent and only not-for-profit registry, we live our values everyday with our commitment to the integrity of our registry and the excellence of our inspections program.

If you joined us for Stacy Mason's presentation, you saw how having AKC involved through our compliance and inspection programs elevates the quality of these AKC puppies. Our compliance program allows us to educate breeders about puppy socialization, genetic health screening, grooming, exercise and adherence to breed standards.

In 1996, when the Board first passed our care and conditions policies, we knew it was, and still is, the right thing to do. We know that insisting upon good breeding practices is the right thing to do and we intend to continue to do the right things for the dogs. The American Kennel Club provides what no other registry provides. In order to continue to be the dog's champion we must remain a strong, viable organization.

We are losing litters, dogs and entire colonies to competing registries. If litters and dogs aren't registered with AKC, we can't inspect them, we can't help the breeders, and we can't grow our sport.

Let's take a look at what the AKC's dominance in the marketplace used to look like. As you can see, even places like Macy's and Gimbel's, sold AKC puppies. Many pet owners who bought these puppies, and I was one of them, tried a hand at showing and breeding. These owners who purchased their first purebred from a retail outlet not only added to AKC's registrations, but those who wanted to advance in the sport then sought out fanciers to continue their journey.

The available pool of AKC registrable puppies is being lost to other registries, along with potential participants in the sport. As we lose registrations, we also lose our core revenues, our ability to generate alternative revenues, and certainly our legislative influence. We need to get back on track growing our influence as the premier registry in the world.

We know that AKC puppies and our AKC breeders are the best. They are the gold standard in the marketplace. We need to continue to reinforce that. Let's not allow those

other registries to weaken us or put us out of business. Let's not allow them to make a nostalgic memory of us as well.

For decades we collected millions of registration dollars from AKC pet owners. These millions overwhelmingly subsidized our sport. Today this scenario no longer exists. Twenty-five years ago almost all of our revenue was registration related. Last year less than one half of our revenues came from registrations. Dog registrations peaked at 1.5 million in 1992. By the end of 2008 it is projected we will register only 725,000 dogs. This is a staggering 53 percent decline.

It was not that long ago that there were only two all-breed registries, the American Kennel Club and the UKC. Today there are at least 30 all-breed registries. Going forward, we need to do whatever is necessary to stop our registration freefall. We can and will be aggressive in pursuing all AKC registrable dogs and do so while upholding our values and high standards. As we go forward, let me make it clear to all, that the AKC will continue to enthusiastically support the Parent Clubs' Codes of Ethics.

If the current trend continues and dog registrations decline to 250,000 over the next several years, AKC will face an annual revenue shortfall of \$40 million. To put this in perspective, if this scenario occurred and we relied solely on raising the event service fees to make up for this revenue shortfall, the fee would be a staggering \$20 per entry. Our preference is to grow our registrations to the point that we can lower, not increase, event fees. However, a \$40 million revenue shortfall would necessitate a reduction of our expenses by two-thirds. This is totally unrealistic.

Let me remind you that since 2002 we have reduced our headcount by more than 50 employees and aggressively controlled expenses which have remained relatively flat since 2003 in spite of inflation. Our problem is clearly not an expense problem. It is a revenue problem and a serious revenue problem.

We need to secure our AKC and our sport so that the future dog lovers can experience the same joys and passions we have so fortunately enjoyed for more than a century. No one is suggesting we lose sight of our rich heritage and traditions, but let's not allow the stated goal of our competitors to be a reality. As Bill Wrigley, Jr. said recently in the New York Times, we must respect the past but at all times do what is right for the future.

The Chair reported that the Chairman and he will be meeting with all of the Delegate Committee chairs on October 22nd in our office to discuss a variety of topics concerning the AKC's future.

There was a vote on the proposed amendment to Chapter 11, Section 1 of the *Rules Applying to Dog Shows*, and Chapter 7, Sections 1, 2 and 3 of *Beagle Field Trial Rules and Standard Procedures for Brace, Small Pack and Small Pack Option Field Trials and Two-Couple Pack Hunting Tests; Beagle Field Trial Rules and Standard Procedures for Large Pack Field Trials; Field Trial Rules and Standard Procedures for Basset Hounds; Field Trial Rules and Standard Procedures for Dachshunds; Field Trial Rules and Standard Procedures for Pointing Breeds; Field Trial Rules and Standard Procedures for Retrievers; and Field Trial Rules and Standard Procedures for Spaniels*. This amendment was requested by the Dog Show Rules Committee and approved by the Board of Directors. It would require that dogs be individually AKC registered to compete in AKC licensed or member events. This change would resolve numerous issues resulting from ineligibility caused by dogs shown on litter numbers. The proposal was adopted to be effective January 1, 2010:

There was a vote on the proposed amendment to Chapter 7, Section 13 of the *Rules Applying to Dog Shows*. The proposed amendment was submitted by the Delegate Dog

Show Rules Committee and approved by the Board of Directors. This amendment would clarify the limit of entries and eliminates longer days that can result from multiple entries of the same dogs, and would also permit judges to complete their provisionally approved breeds and advance to approved judging status without an avoidable delay.

The proposal was adopted.

There was a vote on the proposed amendment to Chapter 5, Sections 1, 2 and 3 of the *Field Trial Rules and Standard Procedures For Retrievers*, which would add wording to make these sections consistent with Chapter 14, Section 3, providing that only amateurs may judge, and Chapter 5, New Section 5; and Chapter 14, Section 23 of the *Field Trial Rules and Standard Procedures For Retrievers*, which would improve the quality of judging by increasing the experience required for approval of a person to judge his or her first stake in which championship points are awarded.

The proposal was adopted.

There was a vote is on Chapter 14, Section 8 of *Field Trial Rules and Standard Procedures for Retrievers*. The proposed amendment was submitted by the Retriever Advisory Committee and approved by the Board of Directors. The amendment would provide clarification of retired gun tests without intruding on the reasonable discretion of the judges in setting tests.

The proposal was adopted.

There was a vote on Chapter 14, Section 20, of the *Field Trial Rules and Standard Procedures for Retrievers*. The proposed amendment was submitted by the Retriever Advisory Committee and approved by your Board of Directors. The amendment clarifies the use of birds, which are not to be retrieved, as diversion in blind retrieves.

After a motion made and seconded to change "poisoned" bird to "diversionary" bird, the proposal was adopted.

There was a vote on Chapter 14, Section 10, a new paragraph, of the *Field Trial Rules and Standard Procedures for Retrievers*. The proposed amendment was submitted by the Retriever Advisory Committee and approved by the Board of Directors. The proposal allows for CKC Field Champions to meet eligibility requirements to participate in same level AKC events, subject to AKC registration requirements.

The proposal was adopted.

The final vote was on Chapter 14, Section 25 of the *Field Trial Rules and Standard Procedures for Retrievers*. The proposed amendment was submitted by the Retriever Advisory Committee and approved by the Board. The amendment would eliminate all references to walk-ups from the rules and clarifies rules for a handler and dog.

The proposal was adopted.

The Chair calls on the Executive Secretary to read the proposed amendment to Chapter 17, Section 2 of the *Rules Applying to Dog Shows*.

The Executive Secretary read a propose amendment to Chapter 17, Section 2 of the *Rules Applying to Dog Shows*. The amendment would permit monthly billing of AKC superintendents to improve the efficiency and accuracy of accounting. The amendment was brought forward by the Delegate Dog Show Rules Committee and approved by the AKC Board of Directors. It will be published in two issues of the *AKC GAZETTE* and Delegates will be asked to vote on it at the December 2008 meeting.

The Executive Secretary read a proposed amendment to Chapter 9, Section 6, of the *Beagle Field Trial Rules and Standard Procedures for Brace, Small Pack Option Field Trials and Two-Couple Pack Hunting Tests*. The amendment differentiates the Beagle Field Trial Championship title by the three distinct hunting styles demonstrated in different field trials. This amendment was submitted by the Beagle Advisory Committee and approved by the AKC Board of Directors. The proposed amendment will be published in two issues of the *AKC GAZETTE* and Delegates will be asked to vote on it at the December 2008 meeting.

The Executive Secretary read the proposed amendment to Chapter 9, New Section 11, of the *Beagle Field Trial Rules and Standard Procedures for Brace, Small Pack Option Field Trials and Two-Couple Pack Hunting Tests*. The amendment would provide for a new national championship for Gundog Brace Beagles. The amendment was submitted by the Beagle Advisory Committee and approved by the Board of Directors. The proposed amendment will be published in two issues of the *AKC GAZETTE* and Delegates will be asked to vote on it at the December 2008 meeting.

The Executive Secretary read the proposed amendment to Chapter 9, Section 6, of the *Beagle Field Trial Rules and Standard Procedures for Large Pack Field Trials*. The amendment will differentiate the Beagle Field Trial Championship title by the three distinct hunting styles demonstrated in different field events. The amendment was submitted by the Beagle Advisory Committee and approved by the Board of Directors. The proposed amendment will be published in two issues of the *AKC GAZETTE* and Delegates will be asked to vote on it at the December 2008 meeting.

John Lyons, Chief Operating Officer, made an announcement about the upcoming Open House in AKC's North Carolina facility, presented the Third Quarter Community Achievement Awards, and medallions for 25 years of service.

Mr. Lyons reported that the newly relocated Raleigh Operations Center will be holding an open house on Tuesday, October 14th from 1 to 7 p.m. Invitations have been sent to local clubs and their Delegates, in addition to many others in the fancy. Anyone who would like to attend but did not receive an invitation will be able to view the information on the AKC web site.

The third quarter Community Achievement honorees are:

Lyons Township Dog Training Club.

Salisbury Maryland Kennel Club, Delegate: Barbara Furbush.

Linda Witouski, Myrtle Beach Kennel Club, Delegate: Linda Witouski.

Delegate medallions were presented in recognition of meritorious and long-term contributions to the sport to the following individuals who have served in the Delegate body for 25 years:

Barbara Furbush of the Salisbury Maryland Kennel Club.

Susan M. Napady of the Steel City Kennel Club.

Edmund R. Sledzik of the American Lhasa Apso Club.

James W. Smith of the Dalmatian Club of America.

And Constance B. Vanacore of the Irish Setter Club of America.

Please join me in congratulating the honorees.

Mr. Sprung reported that we anticipated having the tellers report for the Delegate Committees, but because of the loss of electrical power, they had to begin scanning the ballots again.

Daisy Okas, Vice President of Communications gave an update on the Club Classified Advertising

The Chair calls on Daisy Okas to give you an update on the Club Classified Advertising Program as follows:

Hello. I'm here to provide an update on a program that we launched earlier this year and we think it is off to a great start. It is something each of our AKC affiliated clubs and especially our member clubs should be doing and it is our Demand AKC Papers Advertising Program.

In an effort to direct the puppy buying public to responsible breeders and AKC registered puppies, we have initiated an aggressive campaign centered around local newspaper classified advertising. We are informing consumers about how to find a responsible breeder. We have created six different URLs. And they are

demandAKCpapers.com/.org/.net, puppybuyerinfo.com/.org/.net. They direct puppy buyers to learn about the value of AKC papers and registered puppies and how to recognize the false claims of scam artists or non-AKC registerable puppies. And they link to parent club and member club web sites through a directory or breeder referral.

Our goal is to enlist clubs to place their advertising in communities and make sure to include the AKC brand which is what sets our clubs and dogs and breeders apart.

The template program, a copy of which is on your chairs, allows clubs to easily place classified advertising highlighting the local club and AKC. Club educational credits are offered in return for meeting certain criteria. The minimum criteria is 200,000 readers in their club territory per year. Ads should refer readers to an AKC web site, preferably to the [demandAKCpapers](http://demandAKCpapers.com) or [puppybuyerinfo](http://puppybuyerinfo.com) web sites that I just mentioned.

Clubs should make sure to include their own web site or local contact information. The local aspect of this program is what makes it so successful.

On the screens are just some of the clubs who are participating or plan to participate. As you can see, these clubs represent various breeds and geographic regions of the country. If we can get participation from all AKC clubs we can reach every part of the country and represent every breed in the most effective way possible by directly connecting the puppy buyer with local experts and breeders who can assist and educate them.

Clubs can implement the program in whichever way makes sense to them based on local media outlets available to them in their area, the size of the market and their budget. For example, they could choose to reach this audience in one day by placing the ad once, as the Ravenna Kennel Club did, or a club in a very small area might have to place an ad 20 times consecutively in the smaller paper with a circulation of only 10,000 in order to reach the minimum. Although we ask clubs to reach at least 200,000 people, most efforts reach many, many more than that.

Here are some examples from large papers such as the Atlanta Journal Constitution, The Times Picayune in New Orleans, and the Richmond Times Dispatch in Virginia.

These are reaching hundreds of thousands, if not millions of people. We have even had some clubs, in particular the Golden Retriever clubs, pool their resources to create an ad representing the parent club and highlighting the fact that they are a member club of the AKC. And this appeared in the April 2008 issue of Dog Fancy and it ran consecutively.

I hope you will take a chance to review the handout that is on your chair and bring it to your next club meeting and discuss how you can implement this program in your area.

You can also find more information on our web site under the clubs tab on the home page. I have listed the URL. We think this program is a prime example of how we can work together to educate puppy buyers and potentially involve more people in the fancy. AKC spends millions of dollars each year on PR advertising and public education. On your chair today, well, actually not on your chair but when you drop off your badges you can pick up a Parade Magazine. This is next Sunday's issue. It has a banner celebrating responsible dog ownership day and one of our ads is on page 21. This is just an example of national advertising that AKC is doing. However, we can only do so much. We need each and every club to reach out and impact your local communities via events like AKC Responsible Dog Ownership Day and this Demand AKC Papers Program. So in this election season I remind you, ask not what the AKC can do for you, but what you can do for your AKC. Together we can educate dog lovers and create a stronger organization. Thank you.

The Chair reported on the appointments to the Nominating Committee. At the August meeting, the Board of Directors selected the following Nominating Committee to nominate candidates for the class of 2013:
Chair, Erik Bergishagen, Detroit Kennel Club.
Rey Burgos, Chihuahua Club of America.
Blackie H. Nygood, Mispillion Kennel Club.
Harry G. Ottmann, Fort Worth Kennel Club.
Jack G. Smith, Great Western Terrier Association of Southern California.
The two alternates are Carl E. Holder, Beaumont Kennel Club, and Patte Klecan, American Bouvier des Flandres Club.

The Chair called on Erik Bergishagen, Chair of the Nominating Committee, who spoke as follows:

Thank you. If I could have my Nominating Committee stand up.
(Nominating Committee rise)

I do have a questionnaire from AKC for candidates and if you would like to contact myself or my committee, please do so. My e-mail address is erik@jagersbo.com or my phone number at home is (248) 540-3738. Please contact me if you are interested. I would like to have the questionnaire back to us by approximately the 20th of September. Thank you.

The Chair reported that the Tuesday, December 16th meeting will be held at the Hyatt Regency Long Beach.

During New Business, the following Delegates spoke:

Rebecca Stanevich, Delegate for the Mountaineer Kennel Club, questioned the Board vote on mixed-breed dogs.

Karen Mays, Delegate for the Windward Hawaiian Hawaii Dog Fanciers Association, reminded the Delegates of the December 23, 2008 AKC/Canine Health Foundation Gala in Long Beach, California.

Barbara Mann, Delegate for the Dayton Dog Training Club, strongly urged the Board to reconsider its decision not to pursue the creation of a mixed-breed listing and, in particular, for allowing spayed and neutered mixed-breed dogs to participate in AKC companion events.

Mary Alice Eschweiler, Delegate for the Waukesha Kennel Club, asked that The American Kennel Club staff continue to explore the inclusion of mixed breeds in the American Kennel Club companion events.

Judith Daniels, Delegate for the Mt. Baker Kennel Club, expressed regret for having made negative comments about the Petland initiative.

Dr. Gerry Meisels, Delegate for the St. Petersburg Dog Fanciers Association, made a resolution to request that the Board again consider the question of pursuing mixed-breed dogs in some form. This resolution was supported by an overwhelming majority of the Delegates.

Patricia W. Laurans, Delegate for the German Wirehaired Pointer Club of America, who expressed regret that the Board did not provide the Delegates with more information before undertaking the Petland initiative.

Ann Lettis, Delegate for the Staffordshire Bull Terrier Club of America, thanked the Delegates for their donations to the U.S. War Dog Association.

Cynthia Garman, Delegate for the Lancaster Kennel Club, who spoke about setting up another ancillary organization to the AKC that addresses two things, one of which is creating the chain of demographics that would enhance our lobbying ability, and the other of which would be to create a continuing stream of income from given individuals to the Kennel Club.

Sue Goldberg, Delegate for the Lewiston-Auburn Kennel Club, who suggested that AKC reach out to the many celebrities that we know who own purebred dogs to get to them to give us public service announcements, not only extolling the virtues of a purebred dog but also letting them know that by doing so, by buying a purebred dog and by registering it with the American Kennel Club, that they are helping to fund the good works of the Canine Health Foundation, the hurricane relief that we provide, the dog museum and all the other programs that we know exist and the public has no idea of.

John Studebaker, Delegate for the Battle Creek Kennel Club, urged the Delegates to get their club members to have them on board when AKC makes the changes that are going to be necessary for us to turn around this declining registration.

The meeting was adjourned at 12:00 p.m.

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