



AMERICAN  
KENNEL CLUB<sup>SM</sup>

**Dennis B. Sprung**  
President and  
Chief Executive Officer

April 13, 2009

President and Mrs. Obama  
The White House  
1600 Pennsylvania Ave NW  
Washington, DC 20500

Dear President and Mrs. Obama,

Congratulations on the arrival of your new AKC-Registered Portuguese Water Dog, "Amigo's New Hope" affectionately known as "Bo." Bo will be a literal first dog for the Obama family as well as the nation's "First dog," and as such will not only leave a mark on your heart but represent dogs and dog ownership around the world.

With one of the American Kennel Club's primary missions being the encouragement of responsible dog ownership, we are delighted with the wonderful example you have already set in researching the right breed for your family and obtaining a dog through a reputable breeder who is a member of the AKC parent club, [The Portuguese Water Dog Club of America](#). We have highlighted your actions on [www.presidentialpup.com](http://www.presidentialpup.com) and used the site as a platform for public education.

The positive impact on canine welfare that your careful, thoughtful and diligent search for a new "best friend" will have is likely to be wider than we could ever know. As the public scrutiny of Bo's endeavors will continue to be intense, and since we know how exciting and overwhelming obtaining a new dog can be, we'd like to make our extensive network of AKC resources available to you.

Portuguese Water Dogs are loyal and loving companions, who are cherished by many. However, the breed was developed as a working animal. It accompanied fishermen on their boats, retrieving broken nets, diving for fish, and delivering messages between ships. As a result, the breed possesses a lot of energy, and without training or a job to do, may entertain itself by running full-speed down the West Wing or eating important papers in the Oval Office. As with any AKC purebred dog, this breed has a predictable temperament, activity level, size and coat type.

Luckily, the PWD is incredibly intelligent and responds well to training, so we encourage you to enroll your new dog in obedience classes. One option is the new AKC S.T.A.R. Puppy Program ([www.akc.org/starpuppy](http://www.akc.org/starpuppy)).

"S.T.A.R." stands for what every puppy needs – **S**ocialization, **T**raining, **A**ctivity and a **R**esponsible owner. Dogs up to one year in age are eligible to enroll in a six-week puppy or basic training class that is instructed by an AKC Approved S.T.A.R. Puppy Evaluator. Classes include valuable training tips for puppy owners - such as how to housetrain - and lessons on practical skills for puppies -such as coming when called.

This program would provide valuable information to you, Sasha and Malia, as well as continue to demonstrate your commitment to responsible dog ownership.

We have provided a list of S.T.A.R. Puppy evaluators and training clubs in the Washington D.C. area that are ready and willing to assist with your new dog. We would also be delighted to make the services of Dr. Mary Burch, the Director of our S.T.A.R. Puppy and Canine Good Citizen programs, available to you at any time.

I wish you many years filled with the joys and rewards of dog ownership. Again, please contact us if we can assist you in any way.

Warm Regards,

A handwritten signature in cursive script that reads "Dennis B. Sprung". The signature is written in black ink and is positioned below the "Warm Regards," text.

Dennis B. Sprung  
President and CEO  
American Kennel Club