

AMERICAN KENNEL CLUB
Delegate Meeting
March 8, 2022

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

The Chair advised the Delegates that face masks covering the nose and mouth were required to be worn at all times in the meeting room and in public areas regardless of vaccination status.

Delegates were reminded to check in at the registration desk, to ensure they would be marked present.

The Chair introduced the persons on the dais. Chairman, Dr. Thomas Davies; Vice Chairman, Dominic Palleschi Carota; Joan Corbisiero, Professional Registered Parliamentarian; Gina DiNardo, Executive Secretary; Shari Cathey, Court Reporter.

Condolences were offered in the recent passing of members of the Delegate Body:

- Kathie S. Moulton on October 20, 2021. She was the Delegate for the Green Mountain Dog Club since 2014.
- Chairman Emeritus Ronald H. Menaker on February 16, 2022. Over a 34-year period, he was the Delegate for the Bedlington Terrier Club of America, Des Moines Obedience Training Club, Rockford-Freeport Illinois Kennel Club and Memphis Kennel Club.

The Chair announced that it was the annual election of the Directors.

The Executive Secretary read the report on the Nominating Committee.

Ms. DiNardo: Pursuant to Article VIII, Section 2, of the Charter and Bylaws of The American Kennel Club, the NOMINATING COMMITTEE

- Melanie Steele, Chair – Abilene Kennel Club
- Pamela Stacey Rosman – Canaan Dog Club of America
- Patti Strand – Dog Fanciers Association of Oregon
- Maggi Strouse – National Shiba Club of America
- Marilyn Vinson – Southeastern Iowa Kennel Club

and Alternates:

- Marge Calltharp – Chinese Shar-Pei Club of America
- Connie Clark – American Fox Terrier Club

appointed by the Board of Directors at its July 2021 meeting have nominated the following Delegates as candidates for such vacancies on the Board of Directors as to be filled at the

next annual meeting of the Club on March 8, 2022. There are three vacancies for the Class of 2026.

CLASS OF 2026

- Christopher L. Sweetwood - Trap Falls Kennel Club
- Harold "Red" Tatro, III - Fort Worth Kennel Club
- Ann Wallin - Atlanta Kennel Club

Mr. Sprung: The Bylaws state that nominations may not be made from the floor. Nominations, therefore, closed on November 15, 2021. As no additional nominations may be made, and the Bylaws make no provision for write-in candidates, we will follow the procedure used in previous instances where there was an uncontested election.

Pursuant to Article VIII, Section 6, of the Charter and Bylaws of The American Kennel Club, the Chair declares that the three candidates for the Class of 2026 are elected:

Christopher L. Sweetwood, Harold "Red" Tatro and Ann Wallin. Congratulations Chris, Red and Ann.

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

Karen M. Bodeving, Cave Junction, OR to represent Klamath Dog Fanciers
Janet Lee Boyd, Hokes Bluff, AL to represent Portuguese Water Dog Club of America
Kerri Dale, Blue Ridge, GA to represent American Boerboel Club
Jean A. Evanoff, Fargo, ND to represent Fargo-Moorhead Kennel Club
Ruth M. Levesque, Tolland, CT to represent Alaskan Malamute Club of America
Kevin E. Lord, Aubrey, TX to represent Pembroke Welsh Corgi Club of America
Marie Murphy, Esq., Nashville, TN to represent Greater Murfreesboro Kennel Club
Jeffrey Ryman, Snohomish, WA to represent Seattle Kennel Club
Ann Moore Schultz, Joppa, MD to represent Northeastern Maryland Kennel Club
Judith A. Seltrecht, Brandon, FL to represent Manatee Kennel Club
Matthew E. Townsend, Mebane, NC to represent Carolina Working Group Association

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

Janet Lee Boyd to represent Portuguese Water Dog Club of America
Ruth M. Levesque to represent Alaskan Malamute Club of America
Jeffrey Ryman to represent Seattle Kennel Club
Ann Moore Schultz to represent Northeastern Maryland Kennel Club
Judith A. Seltrecht to represent Manatee Kennel Club
Mary Lynn Speer to represent Mastiff Club of America

The minutes of the meeting on December 17, 2021 were published in the January 2022 *AKC Gazette* and the complete transcript was posted on the Delegate Portal on AKC's website. There were no corrections, and the minutes were adopted as published.

The Portuguese Podengo Pequenos of America was duly elected as a member of The American Kennel Club.

Dr. Thomas Davies delivered the Chairman's Report as follows:

Good morning. I lost my dear friend a few weeks ago. Dealing with Ron's passing is a deeply personal experience for me. He was my mentor, a colleague, and above all, a special friend. He had an enormous capacity to give of himself. I am who I am today, because I knew him.

However, I can comfort myself by remembering the camaraderie, the joy and the pride that I had in my relationship with Ron. He helped me to be my best. I will miss him very much as we all will, and I will do everything possible to honor his memory and his legacy in all that I do, as I am sure we all will.

Eleanor Roosevelt said, "Many people will walk in and out of our lives, but only a very few will leave footprints on our hearts." Ron's footprints will leave mighty impressions on our hearts and lives for as long as we take breath. We are so lucky to have had someone that makes saying goodbye so difficult.

We mourn him, as we should, but we should rejoice in the fact that he was one of us. As Dr. Seuss once said, "Don't cry because it is over, smile because it happened." Ron is one of those people that will never leave us, even as he is gone from our presence. Someone said, "Say not in grief, "He is no longer with us, but live in the thankfulness that he was".

What is left behind is not what is etched on stone monuments, but what is now a part of all of our lives. As we look back on his time with us, know that he spent it well, he made a giant difference, and that his presence will have a lasting impact on the lives of us all.

Ron, you will be sorely missed by us all lucky enough to have known you. As Mitch Albom said, "Life has to end, love doesn't".

Ronald H. Menaker dedicated his life to our Sport beginning in 1965.

From presiding over the rings as a Best in Show and five group Judge, to serving as President, Delegate and member of ten Parent and All-Breed Clubs, to countless stints as Show Chairman, Ron gave his all to purebred dogs. He served this Delegate Body between 1996 and 2018 as our Board Vice Chairman and Chairman. He held leadership roles in the AKC Affiliates as well as other prominent organizations devoted to the care and welfare of dogs. After a long career in finance, Ron shared his management expertise throughout the philanthropic and corporate communities by serving on the boards of hospitals and companies. While leading the Board of the AKC, Ron guided our organization to set financial reserves in order to secure the future of our Sport. He also used his experience in both the for-profit and not-for-profit worlds to put AKC on a growth trajectory that continues to this day.

Over the years Ron bred, showed and finished Bedlington Terriers, Giant Schnauzers and Border Terriers. But he famously didn't start out in the ribbons. As Ron said in his last address to you, *"For many of us, dogs have changed our lives in incredible ways. I am certainly no exception. Never could I have guessed back in 1959 that a Bedlington Terrier from Gimbel's department store would chart a course for me that would include more than twenty years of leadership at The American Kennel Club and a lifetime of joy with the Sport of Purebred Dogs."*

He went on to say: *"Today's AKC has evolved tremendously since those early days when I chased points for my Bedlingtons, Border Terriers and Giant Schnauzers. We all may be getting older, yet our dogs are getting better. Whether you think there are too many shows or if you are of the mind that there is not enough competition to satisfy your goals, we still have the most wonderful sport to enjoy with our dogs. I am not one to take it for granted."*

He surely did not. Ron was an influential force in three major areas that were transformative of our organization. He spoke about them during his last address as Chairman of The American Kennel Club. In tribute to Ron, I would like to recount them now.

Today's AKC is agile, responsive and accountable. Twenty-one years ago, Ron remembered, we were anything but. A major technology and management failure created a severe backlog in registrations that caused our systems to effectively melt down. Months of hands-on work in the trenches, insight from consultants and the dedication of staff were needed to right our sinking ship. Ron Menaker led the team to victory. Every member of the fancy has benefitted from the work that Ron, management and staff achieved during that pivotal time.

Today's AKC is an active voice for purebred dogs. Before 2001, as Ron reminded us, we were purely a governing body with a grandfatherly attitude to events and clubs. Now we deliver on our responsibility to provide quality competition for the fancy and "edutainment" experiences for the public. Ron was instrumental in building the AKC National Championship to honor our breeders and to introduce the sport of purebred dogs to generations of new fans. Today, the National Championship is our beloved celebration of the culmination of competition throughout the year. The show has enjoyed record-breaking entries for years and has developed a devoted following that has only grown since it has found its network home on ABC television. Thanks to our dedicated Staff who make it happen every December, our breeders who exhibit the best of the best, and most of all because of Ron's vision, the AKC National Championship has become a veritable institution in our Sport.

Today's AKC is a renowned brand with a world-class museum by its side. Headquartered together again in New York City, AKC and the AKC Museum of the Dog make a powerful statement. Ron helped make it happen. He felt strongly that our community should share our message of responsible breeding and ownership with as broad an audience as we could build. He also knew that we could preserve our history more effectively by bringing our collection into the light of a public forum. Our Museum allows us to do both. The Museum opened during Ron's tenure as Chairman, and of it he said *"Little means more to me than the chance to tell the world our story, as in doing so, we can create more allies for the sport we cherish...The return of the AKC Museum of the Dog to New York City has long been a dream for many people, including myself. I am thrilled to have been able to help turn the vision into reality and I will continue to support its growth. I hope you will all do the same."* Ron was always a champion of the arts, and our Museum was so lucky to have him among its most active benefactors.

To me, Ron's legacy is in the work we have all achieved together to make purebred dogs more accessible to thousands of people. Let us remember his famous lesson of the Gimbel's dog:

everyone has to start somewhere, and if given the chance, there is a place for everyone in the world of purebred dogs. Let's continue that legacy in his honor.

I want to remind you all about our most important consumer-facing educational program, AKC Meet the Breeds, which is set to resume in April. AKC Meet the Breeds® is our opportunity to connect the public to our breeds, clubs and the AKC. It is our chance to tell prospective owners why and how purebred dogs make a difference. We need to embrace this moment. Meet the Breeds® will go on a five-city tour throughout 2022, beginning April 23 in Tampa, Florida. Other stops on the tour include Dallas, San Diego, and Columbus. Past Meet the Breeds® have welcomed record-breaking attendance, including 30,000 people at the Javits Center just before the pandemic struck. Over the past two years, we have been enormously successful in educating the public digitally, but it is time once again to bring dogs and dog lovers together in person.

AKC Meet the Breeds® is an event like no other. But we cannot do it alone. Our Parent Clubs, Local Specialty Clubs, Companion Events Clubs and their volunteers are our Meet the Breeds® heroes. Fellow Delegates, please ask the clubs you represent to heed AKC's calls for assistance, as we get closer to our Tampa event date. Please respond to the emails and postal correspondence requesting Tampa Meet the Breeds® registrations. AKC needs your help. Do it for your breed. Do it for our Sport. Do it in Ron's memory.

This ends my story of a most remarkable man with a most remarkable impact on all of us and on our Sport.

I'd like to leave on a somewhat lighter note and a personal anecdote. As you are probably aware, I like to share important quotes from important people. I have prepared a plaque that will forever hang on my office wall. It has on it, my favorite of Ron's quotes, that, if I heard once, I heard it many hundreds of times, and it sure applies to his story. "You can't make this shit up." God speed, my dear friend. Thank you.

Mr. Sprung delivered the President's Report as follows:

First down to business; the Clubs Report. Of late there has been some discussion about the number of AKC clubs and a perception of a loss. As a result, I worked with Lisa Cecin, Director of Club Relations, who furnishes factual information on this very topic to Staff and the Board on an ongoing basis. Lisa has assisted me with five years of data, 2017 – 2021, on which I am delighted to report.

Most positively, the number of clubs continues to flourish. Sharing a transparent five-year perspective, the following statistics are of interest to each of us and these facts are available for you and your members as well.

Beginning with the world of Performance: Hunt Tests have 10 new clubs with none dissolving; in Herding an addition of 11 compared to 1 leaving. Lure Coursing is plus 7, Coonhound plus 13 and Scent Work gained 36 clubs; none had a loss. There were no changes in Earth Dog. Last but certainly not least we have 51 new Field Trial clubs compared to 2 dissolving.

Moving over to the important disciplines of Companion: Rally had no changes. Obedience brought in 3 clubs against minus one. Tracking gained 2 and Agility increased by 11, both without having a loss.

Next is the Conformation universe: Group Clubs added 8; none left. All Breed gained 7 versus minus 6. Parent Clubs were plus 12 and a loss of 1. Specialty clubs increased by 65 with a minus 28, resulting in plus 37.

In summary, over the past five years 236 clubs were recognized versus 39 dissolving, a net gain of 197 clubs.

The current total number of clubs stands at 4,992. There are 645 member clubs, licensed clubs are 4,166. We have 95 at Sanctioned A and 86 at Sanctioned B.

Relating to clubs elevated to member status covering the same five-year span: These include 11 Parent Clubs, 9 All-Breed, 2 Obedience and 1 Group club resulting in plus 23 compared to 4 fewer over the identical time period.

According to Lisa, the reasons for clubs disbanding are the following:

1. Aging out
2. Lack of membership and/or new members
3. The loss of convenient suitable and available sites in the area, or general loss of interest in the Sport by club members over time.

When this is reported to Club Relations, Club Development is alerted and proactively reaches out to see if they can assist with increasing membership and/or site information. If you desire assistance, Glenn Lycan and Guy Fisher will provide it.

Disbanding due to unstable finances is extremely rare and our records do not reflect that this is the case. More frequently, clubs inquire as to where club funds may be donated when dissolving in accordance with their bylaws.

If anyone has any questions, please contact Lisa, her staff or me for a prompt response.

Another item to share with you is that Staff is working on a release of an NFT. If we can accomplish this, there will be an initial offer to friends and family which will include every Delegate. More information will be provided to you if the project moves forward.

Now to a most important matter: Three years ago in 2019, Tom and I spoke with you about our Chairman Ron Menaker. What we said then with a little updating, bears repeating and should be remembered in the future.

Tom's words were true and heartwarming.

Life with Ron was special. We spoke multiple times a day for years and years, then illness made that into a few days a week and gradually a moment or perhaps two at a time. We knew him as a special man, jokingly referred to as quiet, noncommittal and calm. To start the discussion of our Chairman is to restate the virtue we love in our dogs – that of unconditional

loyalty. His appreciation and respect for AKC, dogs, our Board of Directors, delegates, clubs, fanciers and employees, simply had no barriers.

I really came to know him well while serving as Vice President and being told by both he and David Merriam that as a result of the 2002 registration meltdown I was immediately being transferred to North Carolina. What they didn't tell me was that Ron would be on the next plane where he helped in the registration department for months. He went through every single file cabinet, emptying them of registration forms and checks. As an older gentleman, he earned the nickname "Pops" from the ladies in the registration department. I recall during a conversation when every one of us was seated on the floor, placing the applications into batches, one of the ladies said to Ron, "What do you do?" He responded, "I'm Chairman of The American Kennel Club." Those dear women were hysterical as the room erupted in laughter. What a sense of humor "Pops" had. How could this regular guy who treated them the same way he treated himself, with common courtesy and without privilege, be Chairman? We began work every day at 7AM and stopped at 7PM, then ending the day at dinner with the consultants who were rebuilding the registration process to right the sinking ship. Thanks to Ron, we did. He led by example.

However, there is a more important side of the man bestowed with the title Chairman Emeritus for Life: That is Humanitarian. It entails much more than his generous donations to dog-related organizations. Without mentioning a single name, the people whose lives he assisted from a health point of view are just too, too many to count. Standing here I am reminded of numerous people who were helped in their time of need because when you reached out to him, he reached out to others. Whether it was the judge who came to New York for a second opinion and was told the impossible to arrange procedure became possible and he had to be tracked down at the airport to return to the City; or the show chair whose grandson was critical so Ron sent a medivac helicopter; or the Delegate who wanted to bring her child to Manhattan to see a world-renowned specialist, only to be told there was a three-month wait while her own doctor gave her just weeks to live. The daughter saw the specialist that very week. I once accompanied someone to Ron's hospital where he was also their Chairman. We arrived at the emergency room's ambulance entrance and were met by many caregivers from the President of the hospital on down. Later I asked Dr. Logan, the hospital's President, "What were you doing out in the snow with a host of doctors and nurses in tow?" He said, "What do you think I was doing there, Ron called." Friends, that patient was my mother.

I often sat with your Chairman and observed how he moved mountains to help people in our sport. What amazed me is that many of the people he helped, he had never met. They were family to some dog person, oftentimes one of you, and that was good enough for our Ron. There was his magical help behind the scenes so that children of our fancy, your very sons, daughters or grandchildren were accepted into that college of their dreams or obtained the job they applied for or miraculously were number 1 on the list for a hard-to-obtain apartment in NYC. It was Ron in the background making calls, reaching out, doing what compassionate powerful leaders do.

The American Kennel Club has been blessed with some great women and men over the past 138 years, but in today's world the word "great" is much too commonplace. Every breed does

not have a great one. Each pick of the litter does not become the next great show dog. However, this friend of ours will be remembered as a great human being who touched every person. In my opinion, his contributions are yet to be fully realized or appreciated, either philosophically, business-wise or from a visionary point of view. The museum is but one example of his leadership. There may not have ever been an AKC Museum of the Dog without Ron Menaker; certainly, the Museum would not be in its magnificent NYC setting if not for him.

On behalf of the Board and Staff, we are thankful for his respect of our combined efforts to advance AKC, dogs and clubs. We thank Ron and will forever be indebted for his friendship and leadership. He truly loved us. We love you, Ron.

Chief Financial Officer, Ted Phillips, gave the Financial Report as follows:

Thank you, Dennis, and good morning, Delegates. Thank you for attending today's meeting. We appreciate your time and your support, and your energy. Today I'll be presenting the key performance indicators of both non-financial and unaudited financial results of operations for the year ended December 31, 2021. I will present the annual total for litter and dog registrations for 2020 and 2021. Litter registrations total 325,390, which is 12.7 percent higher than 2020. Dog registrations total 801,985, which is 13.7 percent higher than 2020. The 2021 totals for both litter and dog registrations were the highest since 2008 and 2007, respectively. The online presence of both litter and dog registrations exceeded 80 percent of all registrations. This is a credit to both the systems and especially the Staff at AKC. We thank our breeders, the Delegate Body, the AKC Board of Directors, and AKC Staff for this amazing achievement. In 2021, our sports and events activities recovered to pre-pandemic levels. As of December 31, events total 22,411 which is 81 percent higher than the prior year. Entries total 3.2 million which is 73 percent higher than 2020. This is an excellent finish to 2021 since we started the year slowly due to the second wave of COVID. For the entire year, the number of events held was the second highest in AKC's history, and we're looking forward to continued success in 2022.

Next, we will review the unaudited financial operating results for the year ending December 31, 2021. Overall, 2021 was an outstanding financial success for AKC, setting a record for operating revenues while maintaining control over expenses. Net operating income is estimated at \$29 million. These results are a combination of increased registration revenues with online registration as the key driver. Recording and service fees significantly increased in 2021 due to more events and entries. Operating revenues totaled \$105 million, which is an increase of 23 percent over the prior year. The largest percentage of this total is registration and events service fees, which total \$75 million, and represent 71 percent of operating revenue. Advertising, sponsorship, and royalties are an increasing line of AKC's business and represent 16 percent of operating revenue, and finally, e-commerce sales of various products and services round out the remainder of the revenue stream for 12 percent of total operating revenue. Operating expenses total \$76 million, which is 7 percent greater than the prior year and comprised principally of the categories you see on this slide. The largest of which is staff expenses, followed by professional fees, insurance, rent, depreciation, and what we call fulfillment, which is essentially moving e-commerce business out to the customer. AKC continues to support our charitable affiliates and others through donations that equal 4 ½ a

percent of operating revenues and total \$4.7 million. As per the AKC Bylaws, I'm reporting the total cost of the expenses for the Board of Directors in 2021; that number is \$325,542.

This slide presents our balance sheet or statement of financial position as of December 31, 2021. Total assets of AKC \$198 million. This is principally comprised of AKC investment funds. The balance sheet increase as of December 31, 2021, is principally due to the net operating results and increased investment value. Performance on investments as of December 31, 2021, was very positive, returning 13 percent. The balance sheet presents the liability section in gray, which is principally comprised of pension and retirement obligations.

Thank you again for your time. We appreciate your dedication to AKC. I personally enjoy working here and look forward to serving you. I'm available to answer any questions. For your convenience, this is my contact information. Thank you.

The only vote was an amendment to **Section III, I** of the *Delegate Standing Rule on Committees* – Herding, Earthdog and Coursing Events, which would change the Committee's name and charge to include Scent Work. This amendment was proposed by the Delegate Herding, Earthdog and Coursing Committee and brought forward with approval from the Delegate Coordinating Committee.

There was a two-thirds vote in the affirmative, and the amendment was adopted.

The Chair called on the Executive Secretary to read the proposed amendment to **Chapter 11, Section 6** of the *Rules Applying to Dog Shows* – Dog Show Entries, Conditions of Dogs Affecting Eligibility.

Ms. DiNardo: This amendment **Chapter 11, Section 6** of the *Rules Applying to Dog Shows* – Dog Show Entries, Conditions of Dogs Affecting Eligibility reformats the section for easier comprehension. It inserts verbiage to allow transfer between the divisions of the Bred-by-Exhibitor Class (puppy/adult) if offered, adds verbiage to specify transfer between the divisions of the Twelve-to-Eighteen Month Class and permits age divisions of the Veterans Class. It also inserts language to recognize that transfer between Puppy and Twelve-to-Eighteen Month Classes may involve divisions of either and adds language for clarity as to when a transfer between classes must be completed at multi-day events.

This amendment was proposed by Staff and brought forward with approval by the AKC Board of Directors.

It will be published in two issues of the *AKC Gazette* and you will be asked to vote on it at the June 2022 meeting. The full text is on the worksheet previously emailed.

The Chair called on Gail LaBerge to speak about the AKC PAC Fundraiser.

Gail LaBerge thanked the Delegates for their generous support of the AKC PAC Fundraiser which ended in December 2021. Over \$19,000 was raised for the PAC. Another fundraiser will

be held later in 2022. She also thanked Karolynne McAteer for the idea of having the Impact Dog Crate® as the grand prize and providing the financing for it. She requested that the Delegates take the message to their clubs of what the PAC does to elect officials who support AKC's position on canine issues in legislation. If Delegates need information on how to donate to the PAC, they can contact her or Sheila Goffe, VP of Government Relations.

The Chair called on Brandi Hunter Munden, VP of PR & Communications to present a Communications update.

Ms. Munden: Good Morning. For those of you who do not know me, I'm Brandi Hunter Munden. Yes, for some of you who know me, I added a name. For those of who you don't, Howdy. I am the Vice President of Public Relations and Communications for The American Kennel Club and have been so for about seven years now, and I honestly love my job. I'm here to give you a refresher for those who do know, and for those who don't know, a brief introduction to us, and some of the good news that we have happening.

First our mission. We promote the mission of the AKC, the Sport of the dog, of course purebred dogs as a lifestyle companion, a regular companion and a show dog. We also position AKC as the leading authority in all things dog in the news and lifestyle media. We also protect our reputation as well as help enhance the reputation of our affiliates.

What do we do? All of these are buzzwords so let me break it down a bit. Strategic communication is how we say things and when we say things.

Is it appropriate? It is the time and where do we speak to that particular audience we're trying to reach. Brand enhancement, we're always looking to improve the brand. Our brand is in an excellent spot right now, but we could always do better.

Media relations – that's interviews, sourcing, queries, fact checking. We do a lot of that.

Reputation and issue management, what does that mean? Well, it means when we see things, like we did recently in a *Richmond Times* article, that the AKC's standard for years was to put down disabled dogs, we say absolutely not. We track down the writer, and we say, No, you need to correct this immediately before word gets out that you're saying something completely wrong and something that doesn't even reflect the AKC. We do that on a regular basis. If you knew how many times we did it, you would be shocked but that's what we go after. We make sure that we're being represented properly in news media.

Crisis and management in communications. We don't do a lot of that very thankfully, but that's a testament to the work we do on a daily basis. But if it's needed, we definitely make sure we put a plan in place for anything that might impact the AKC negatively.

Club communications. This is media alerts. This is press releases for events. This is also statements and rebuttals. If you email us and say, this thing is wrong, our club wants to

respond, we're always here to help craft a statement, or review what you have already written and help you distribute it.

Positioning of our spokespersons, our Chief Veterinary Officer, and Dr. Mary Burch for animal behavior and things of that nature to make sure that people are getting accurate quotes and the most up-to-date information when they're representing anything dog.

What does that mean? AKC is mentioned in the news and lifestyle media as canine health and wellness experts, breed experts, social commentary experts for things like, pet theft, trends, pet insurance, disaster preparedness, and the authority in all things dog. What we've really been able to do in the past few years, is position AKC so that we're the first call on people's list. Yes, you may see us mentioned with other organizations, but they always say I wanted to talk to the AKC first, and that's what we strive for every time.

For Q4 2021, our year-end totals looked really great. 5,391 clips in a three-month span. That's a lot of work. Year-end clips, 27,531 – and these numbers come from Cision which is our media monitoring service. They pull the data for us, and we report it just as is. That means AKC is mentioned in the media 75 times a day, that's online, that's radio, that's tv, that's print, and digital articles – all of that, that's us.

Sentiment: There were no negative mentions of AKC in Q4. How could that be, right? You've seen Op-eds, letters to the editor, all of those things. What this means is that media outlets that are actually writing stories about dogs and the AKC are not speaking of us in a negative light. That doesn't mean that your neighbor who wrote the letter to the editor didn't get a word in, yes, but that's not considered news. That's considered opinion. That also means that when PETA is putting out something, guess what? The impact isn't going anywhere. Same thing with HSUS. We out do them by thousands. You'll notice you see a blue and green line on this slide. Blue is neutral. Why is neutral a good thing? I get asked this quite a bit. That means we're being cited as the authority. We're being cited as the authority on something specific, whether it be canine health, whether it be a breed, whether it be anything of that nature. They're using AKC as their resource for factual information.

Activity highlights in Q4: We've been a little busy. We did an aggressive national and local PR campaign for our National Championship, which included a satellite media tour to promote the broadcast with the help of our wonderful Gina DiNardo and our host Carolyn Manno, who talked basically until they were hoarse doing interview after interview after interview. We secured a broadcast exclusive with our Best in Show winner on *Good Morning America*. Some of you may have seen Bayou and Chris, they did wonderful for us. They did several interviews around their win. We began our PR campaign for our 2022 AKC Meet the Breeds® Tour which included the national release. I've said it several times, but if your club hasn't signed up, we'd love to see you in Tampa and every other city. It's a great way to educate people about your breed but also create responsible dog owners within your breed.

We also work for our affiliates. For the AKC Humane Fund, we got over 900 nominations.

Actually, we were only 28 short of a thousand for the ACE Awards, and we promoted the broadcast. For AKC Reunite, we promoted more than 40 Adopt a K-9 Cop matching grant programs through our releases. We got a lot of great local press on that, people were very excited that their communities were able to get a police dog with the help of AKC. We saw a lot of good traction in local media. For AKC Museum of the Dog, we helped their visibility on social channels, since of course COVID had less people coming through the doors, so we wanted to elevate the brand in a different way, and we did so on Tik Tok. We're very popular if you have Tik Tok or friends with Tik Tok, please follow us. For the Canine Health Foundation, we helped them distribute press releases to get more coverage on a national level.

When they are writing directly about the AKC, they are writing about our show. They are giving us plenty of traction there. On *Daily Paws* – we have our AKC Paw of Courage Award. It goes over really well. It shows that we are honoring working dogs both living and fallen. This just happened to be fallen dogs. Police departments get very excited about that as does their local media. This is what I mean by lifestyle. *Money* magazine was talking about puppy scams. They came to the AKC. They wanted to know what we were seeing. How they could prevent it? How people could go about not falling into these traps? We were their resource for that. Of course, our new breeds get excellent traction. We got over 2000 clips on our new breeds announced in January 2022, so people really tend to love those.

In 2022 so far, we did a successful media campaign for our Best in Show winner, and extensive media coverage around our two new breeds. We got around 2,000 clips worldwide which is really great for what we're doing. We've launched our consumer-friendly releases in Mandarin and Spanish. We're going to actually expand to other languages, but we really wanted to reach dog owners who may not be reading mainstream publications per se or publications in English, so we started with two of the most popular languages. We will be adding more. We assisted clubs with media releases and alerts for their events. The Communications Department is always here to help you draft releases, get distribution. We're here 24/7.

We began our outreach for Meet the Breeds® Tampa. Again, sign up please. We are booking TV in the market. We appeared on *Good Morning America*, *The Dan Abrams Show* and conducted 35 other interviews regarding pet theft and French Bulldogs – that's still ongoing. I got four requests while I'm sitting here at this meeting. We had our experts quoted in 64 publications so far, many of them syndicated, which mean it goes beyond where the initial story is.

In 2022, we plan to increase our positive media coverage by 8%, particularly in lifestyle media. A lot of pet owners want to learn how to live with their dogs, and we want to make sure we're the perfect pet resource for them. We plan to secure sports coverage on AKC on ESPN events. We want more mainstream media coverage as far as sports. We have some excellent sports and would love more mainstream media to write about them. We plan to execute a successful campaign around the most popular breeds. This is actually happening next week. We will be putting out 16 press releases, one national, 15 in major markets, and we will be on

Good Morning America as well as have a story in the *Associated Press* to kick off our coverage. We will execute a successful campaign around Meet the Breed® Tour cities. Sign up! A satellite media tour is planned to announce our 200th recognized breed in July 2022, so we'll do 20 to 30 interviews solely around that breed that will go to stations around the country for full coverage. We plan to increase media attention around AKC Reunite Adopt a K-9 Cop Program. It's a program we love, and people really respond to it, so we want to make sure they're getting as much traction and as much credit for the work as possible. We plan to create new syndicated content to reach dog owners, expanding our McClatchy articles. McClatchy is something we do every week which gives us coverage in 600 newspapers, so we're going to go up to three articles a week to expand our reach across the country. That's it. Thank you.

Mr. Sprung: Thank you, Brandi and to your department as well.

The Chair called on Ron Furman, Director of Sales and Bill Ellis, Director of Broadcasting, to give a presentation on AKC Broadcasting on Disney Networks, ESPN and ABC.

Mr. Furman spoke as follows: Thank you, Dennis, and everyone up here at the dais. Just to also recognize part of Ron Menaker's legacy, what we're talking about now, the broadcasting piece very much started under his purview with the direction of Gina DiNardo within the AKC. His words to us when we engaged in this about four years ago was, we need to speak to different people, and it's okay to do it loudly occasionally. We're following through with that. It's very important and as our Chairman said, this is the education and entertainment portion of what we do for The American Kennel Club. We talk to people who are interested in dogs. They are interested in purebred dogs. How does that become part of their home? But also, they may not be part of the fancy, so we're looking to attract them in different ways.

What Bill, I and the rest of our team do – and by the way, kudos to Brandi and the PR team. We work with every department, but PR is exceptionally important because we're talking to people outside of our normal sphere. Broadcasting Sponsorship in Media, we're really here building on the mission of the AKC. All of the good things that we do from purebred dog sports and events, we're trying to bring that out to new people in a very important way. We build on that. We make it a reliable good portion of what we do every day, but we also do it in such a way that people are entertained by it. A quiz today on what we think about when we combine education and entertainment. What does Christmas Day, New Year's weekend and Super Bowl Sunday all have in common? By the way I'll point out, Super Bowl Sunday is the number one most viewed television day in the entire year. The American Kennel Club was seen by millions of people across those three holidays. Those are family friendly holidays, great opportunities for people to enjoy themselves with their family, friends, and their dog as part of that ecosystem in their homes, and we had shows on every one of those weekends – for the first time in the history of The American Kennel Club. If you were watching or maybe you had seen the press releases or you heard about it afterwards, ESPN2 chose AKC's programming to create a 6 ½ hour marathon of American Kennel Club produced programming. We had events air such as Fly Ball and our Fastest Dogs U.S.A. We produced a new 30-minute promotional show to preview The American Kennel Club's National Championship, our

most prestigious event every year. We followed up with a re-air of AKC Agility Premier Cup which is in all-star format. We take some of the best dogs through all of our Agility events, which we cover all year, and we bring them together and create an exciting format for people who may want to think about how to get involved in Agility or our other sports. These are gateway sports for people who are considering or already own purebred dogs to get involved with their dogs, and we want to be part of that conversation.

How did we get here? This started about four years ago, 2018, 2019, where we at The American Kennel Club, approached Disney ESPN with the idea of expanding television beyond Westminster, the Philadelphia show and our National Championship, which was currently on Animal Planet at the time and create not only a place for highlighting our National Championship, but bring dog sports into the homes of folks who were not necessarily seeing it. We wanted to be a constant companion, no pun intended, to people who are looking to see what dogs can do in their lives and how they can have fun with them. The case in point and the real moment of truth was in August 2019, where we did an event on the campus at ESPN in Bristol, Connecticut in the middle of their corporate environment on their entire front lawn, basically in their quad, where they invited a thousand ESPN employees to come and watch an American Kennel Club event that we put together that featured a Meet the Breeds, Agility, Diving and Fly Ball. It was a wild success for the people who make the decisions at Disney ESPN. At the end of it, they gathered Dennis, Gina, Dominic and I, and a number of folks that were there including Bill and said this is really a new opportunity. By the way, we love attracting new viewers. For us, new viewers are a variety of people not the least of which is a female audience, and Bill is going to talk a little bit about that in a few moments. But that's how it started and through that point, with the onset of COVID and the pandemic, we developed these sports to be able to be broadcast across the ESPN and Disney networks. Bill, please take us from here.

Mr. Ellis spoke as follows: It's very important for us as Ron said to find a home for the AKC National Championship to highlight that it in a new and expanded way and also include some of the sports that have been seen on television like agility, but we also wanted to make sure that we brought some of our newer sports to this expanded audience so that they can see it for the first time. So that includes events like that our Canine Detection Dog Challenge, and AKC Fastest Dogs, which is the television title for the sport of FastCAT®. It's important to think about how we produce the content. The American Kennel Club produces and controls a hundred percent of the content when we produce these TV shows, that includes the majority of the commercial times, and we use that commercial time to make sure that we include mission messaging. What is that? It might be a commercial to promote a platform like AKC.tv or Retrievist. It might be messaging about responsible dog ownership or the AKC Canine Health Foundation, and then within the 93 minutes of content which is what you get for two hours of television on ESPN, we produce the entire thing, so it's a sporting event first, but we take the storytelling aspect of those shows very seriously. We want to educate the folks that are watching as to the sport that they're seeing. We want them to be entertained, and we want them to really connect with the human-canine bond. So, there are features that air in every show, and we'll show you a video next. It's from the AKC Agility Premier Cup. It's a feature on

two of our top Junior Handlers that compete in Agility and it happens to be sponsored by Nationwide Insurance. But this will give you a nice example what a feature looks like to educate and entertain people during the show.

[Video clip played.]

We knew going into 2021, that we were guaranteed a minimum of 48 hours across the networks of ABC, ESPN that are all Disney-owned. We didn't know that we would have a 250 percent increase by years end, which included 120 additional hours, so nearly one hundred broadcasts of American Kennel Club shows produced by the AKC across these Disney-owned networks, 168 hours total. Think about what you saw a few moments ago with the feature about those Junior Handlers. We knew going into it that would be seen at least three times. It was seen more than 20 times throughout the year.

What makes us attractive to ESPN and what makes the collaboration so successful? ESPN's stated goal is to increase their female audience. It's been an ongoing conversation with them and it's well-established in our relationship. So that's what we're doing. We're delivering that female audience. AKC on ESPN programs were in the top 12 percent for total viewers and the female audience across ESPN2 for the entire year. We increased the total female viewership on our shows by nearly 40 percent. It is a true collaboration; ESPN has embraced it wholeheartedly. We've worked with ESPN hosts to be part of our shows. During our feature you saw Toni Collins, at the time she was hosting Sports Center, she was part of a few of our Agility shows. We've worked with Bill Murphy. He's a sideline reporter who covers football for ESPN. He's been on a few of our shows, and he'll continue to be in the future. ESPN's graphics team created a custom graphics package and animation package for the entire series, and we worked together on an event called Bark in the Park. This was the second iteration of what Ron talked about when we were on the ESPN campus. We grew that event. ESPN wanted to move it to a minor league baseball park in Hartford, Connecticut. We were all in. Here's the difference. They produced the television show. We brought the events. We had a full Agility course. We had a weave pole challenge, a diving dog pool, a Fly Ball demo set up across the outfield of a baseball stadium, as well as a Meet the Breeds® event that was open to the public, that aligned with the various purebred dogs that we see in Disney movies.

Having the AKC on the ESPN platform allows us to talk to brands in a really new way. We're all familiar with the brands like Royal Canin. But what this has enabled is – Bounce and Swiffer, Proctor and Gamble owned brands, Tractor Supply Co, Lowes which are national retailers, tech companies like AT&T, these are all companies that have fully embraced this platform and come on as new sponsors.

We will move onto the AKC National Championship and give you an update on that, but I just want to showcase how we promote tune in for the AKC National Championship now on ABC, because we do fully embrace the promotional plan and put a lot of effort behind it.

[Video clip played.]

I can't even begin to tell you how many versions of that promo there are. There's 15 seconds,

30 seconds, tune in on January 2nd, tune in on Sunday, tune in tomorrow, tune in today. It's a very robust promotional plan, and we take the move from Animal Planet to ABC very seriously to fully promote that show. On ABC for the second consecutive year, averaging more than a million viewers over the course of the three-hour show, and as Ron mentioned, a new show this year that premiered on Christmas Day, a 30-minute show that was designed specifically to promote tune in for the full three-hour show in January. Not only did it air on Christmas Day to great ratings, but ESPN continued to use it in the weeks leading up to the National Championship broadcast on ABC to promote viewership and a one-hour highlight show. We produced a one-hour highlight show for the second year in a row, and what that allows is more flexibility for the programmers at Disney who work on ABC, work on ESPN, work at NatGeo Wild, to find places to fit these AKC shows. Yes, we deliver the full three-hour broadcast that you're all familiar with which was re-aired several times, showcases every breed, but a one-hour version gives that programming team more flexibility to program their channels with the one-hour version. We'll leave you with this. Millions, millions, of people watched and were entertained by The American Kennel Club than ever before in its history. We reached a brand-new audience showcasing new sports, events, people, the human-canine bond, and most importantly, the AKC mission.

The Chair informed the Delegates that the Tuesday, June 14, 2022, Delegate Meeting will be held at the Doubletree Newark Airport Hotel. More detailed information will be emailed to the Delegates as soon as it becomes available.

The Chair advised the Board that they would meet in the Salem/Warren Room across the hall right after adjournment.

Lunch will be served following the meeting on the Terrace and in the Essex Ballroom. The Delegates are reminded to leave their badges at the registration desk following lunch.

The following Delegates spoke during New Business:

Karen Gunzel, Trenton Kennel Club, announced that after two years of club members storing thousands of show supplies like rosettes, exhibitor gifts and medallions, the Trenton Kennel Club will be celebrating their 100th show on May 8, 2022. In addition to a large All-Breed show, there will be six CAT, six FastCAT®, Obedience and Rally events.

Sylvia Thomas, Kennel Club of Riverside, spoke as Chair and Editor of *Perspectives*. She gave her appreciation to the Delegates and AKC Staff for contributing articles to *Perspectives* and to Gina DiNardo for emailing a PDF version of the newsletter to the Delegates. She shared that as of the March 2022 issue, *Perspectives* will have a new look. Credit was given to Russell Bianca, Director, AKC Publications, for the suggestion and design. Rather than starting on the table of contents page, there will be a cover dog on each issue. She also informed the Delegates that Sharyn Hutchens would be the coordinator for the June 2022 issue and the deadline to submit articles was April 15, 2022. Now, in addition to articles, Delegates are asked to also send high resolution photos to be considered for the cover dog.

Nancy Fisk, Hockamock Kennel Club, advised the Delegates that 45 clubs have appointed a Junior Coordinator. She encouraged the Delegates to have their clubs appoint Junior Coordinators because it's a way to reach clubs and club members with all of the important information about Juniors. To get Junior Coordinators into the system, email Mari-Beth O'Neill at juniors@akc.org.

Suzanne Burgess, English Springer Spaniel Field Trial Association, congratulated the Board for the efforts of AKC Communications in getting AKC out into the public.

The Chair reminded the Board to meet across the hall in the Salem/Warren Room.

Hearing no further business, the Chair adjourned the meeting.
(*One sharp rap of the gavel.*)

(Proceedings concluded at 11:24 a.m. ET.)

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