

AMERICAN KENNEL CLUB
Delegates Meeting
September 9, 2025

Gina M. DiNardo, President in the Chair, called the meeting to order at 9:30 a.m. ET.
(National Anthem played.)

The first order of business was the vote for the Delegate Standing Committees.
(Voting.)

The meeting recessed for the Delegate Forum. The topic was *Strategic Planning for Your Club's Sustainability and Vitality*: Discover how a clear five- and ten-year vision and associated strategic plan can re-energize your club, attract new engagement and build on what you've already accomplished. The Forum will be presented by Charles Ruthford, Strategic Planning Expert, Corporate Educator, and Vice President of the Olympic Kennel Club in Washington State.

The Chair called the meeting back in session at 10:30 a.m. ET.

The first order of business today is the vote for the Delegate Standing Committees. Please use the ballots that were given to you this morning at the registration desk. If you still need a ballot, members of AKC Staff have them.

As is our practice, the tabulation of ballots will be overseen by our accounting firm, KPMG. Remember that when marking your ballots, if you vote for more than the maximum number permitted for a committee, the ballot will be invalid. When you have marked your ballots, please proceed to the 6 polling stations. Please do not fold your ballots. If they're folded, please unfold your ballots. Please line up according to your last name and give the teller your name and club's name. The polls are now open.
(Voting.)

Are there any Delegates wishing to cast a ballot for the Standing Committees who have not yet had an opportunity to vote?

If all Delegates who wish to vote have done so, the Chair declares the polls closed until we reconvene the meeting.

The Meeting will now recess, and we will begin the Delegate Forum. Today's Forum topic is *Strategic Planning for Your Club's Sustainability and Vitality*: Discover how a clear five- and ten-year vision and associated strategic plan can re-energize your club, attract new engagement and build on what you've already accomplished. The Forum will be presented by Charles Ruthford, Strategic Planning Expert, Corporate Educator, and Vice President of the Olympic Kennel Club in Washington State.

Delegates were reminded to check in at the reception desk for attendance purposes. When Staff prints the green-colored badge, the Delegate is automatically marked as present.

The Chair introduced the persons seated on the dais: Chairman, Dr. Thomas M. Davies; Vice Chairman, Dr. Michael Knight; Joan Corbisiero, Professional Registered Parliamentarian; Sheila H. Goffe, Executive Secretary; Shari Cathey, the Court Reporter.

Condolences were offered in the recent passing of recent passing of Harry Booker on September 2, 2025. He was the Delegate for the Kennel Club of Philadelphia from July 2015 until September 2025.

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

Stacy Able, Indianapolis, IN to represent Barbet Club of America
Richard Alexander, Palmer, MA, to represent American Cavalier King Charles Spaniel Club
Sheila Taylor Allen, Forest City, NC, to represent Spartanburg Kennel Club
James Conroy, Marietta, GA, to represent Boca Raton Dog Club
Dr. Troy Clifford Dargin, Esq., Neola, IA, to represent Southeastern Iowa Kennel Club
Jennifer Porter Delmer, San Antonio, TX, to represent Bexar County Kennel Club
Kathy Dorwart, La Plata, MD, to represent German Pinscher Club of America
Kevin Dryman, Buffalo Grove, IL, to represent Skokie Valley Kennel Club
Michael H. Faulkner, Center Cross, VA, to represent Westminster Kennel Club
Jacquelyn Fogel, Gardnerville, NV, to represent Reno Kennel Club
Sandie Friend, Glen Allen, VA, to represent Boston Terrier Club of America
Lisa Giannone, West Milford, NJ, to represent Kennel Club of Northern New Jersey
Jennifer H. Graves, Woodstock, IL, to represent Italian Greyhound Club of America
Mark Francis Jaeger, Mason, MI, to represent English Toy Spaniel Club of America
Karen Keagle, Elkridge, MD, to represent Dog Owners' Training Club of Maryland
Erin Melissa Keen, Murrells Inlet, SC, to represent Myrtle Beach Kennel Club
Maribeth Krzesinski-Roush, Cheswick, PA, to represent Central Beagle Club
Lisa Leffingwell, Dallas, TX, to represent Belgian Sheepdog Club of America
Alejandro Lima, Miami, FL, to represent Fort Lauderdale Dog Club
Jennifer Martin, North East, MD, to represent Weimaraner Club of America
Linda A. McGrath, Vancouver, WA, to represent American Water Spaniel Club
Susan J. Patterson, Salem, MA, to represent Greater Lowell Kennel Club
Rhonda Peralta, Morganton, NC, to represent American Brussels Griffon Association
Tracy Potts, San Antonio, TX, to represent Chihuahua Club of America
Janine Rose, Bennington, VT, to represent Parson Russell Terrier Association of America
Rhonda Shifferd, Ocklawaha, FL, to represent Greater Ocala Dog Club
Cyndi L. Skinner, Longview, WA, to represent Sammamish Kennel Club
Bruce Van Deman, Newport Beach, CA, to represent Hawaiian Kennel Club

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

Stacy Able to represent Barbet Club of America
Richard Alexander to represent American Cavalier King Charles Spaniel Club
Sheila Taylor Allen to represent Spartanburg Kennel Club
James Conroy to represent Boca Raton Dog Club
Dr. Troy Clifford Dargin, Esq. to represent Southeastern Iowa Kennel Club
Jennifer Porter Delmer to represent Bexar County Kennel Club
Kevin Dryman to represent Skokie Valley Kennel Club
Michael H. Faulkner to represent Westminster Kennel Club
Lisa Giannone to represent Kennel Club of Northern New Jersey
Jennifer H. Graves to represent Italian Greyhound Club of America
Cristy Kay Joy to represent English Springer Spaniel Field Trial Association
Karen Keagle to represent Dog Owners' Training Club of Maryland
Dominic Koon to represent Kennesaw Kennel Club
Lisa Leffingwell to represent Belgian Sheepdog Club of America
Susan J. Patterson to represent Greater Lowell Kennel Club
Rhonda Peralta to represent American Brussels Griffon Association
Tracy Potts to represent Chihuahua Club of America
Georgeann Reeve to represent Bernese Mountain Dog Club of America
Janine Rose to represent Parson Russell Terrier Association of America

The minutes of the June 10, 2025 Delegate Meeting were published in the online July 2025 *AKC Gazette*, and the complete transcript was posted on the Delegate Portal on AKC's website. There were no corrections, and the minutes will stand approved as published.

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

Good morning. As Chairman of the American Kennel Club, I have the privilege of speaking to you at a pivotal moment in our history. The AKC's legacy is unmatched, in fact, it is rooted in passion, built on dedication, and strengthened by our shared mission to preserve and protect our breeds while advancing the sport of dogs. With that proud history, comes the responsibility to adapt, evolve, and meet the realities of today's world and today's dog owners.

We are facing real economic challenges: registrations have declined by 17% from 2024, entries are shifting including a decline of 4.3% in Conformation entries, and broader economic pressures are impacting our sport. These realities have required difficult but necessary decisions to safeguard AKC's long-term sustainability. Through it all, our mission remains clear – to serve breeders, clubs, exhibitors, and dog owners with excellence and integrity. Though this period is not easy to navigate, the philosopher Seneca reminds us, “hard times can be softened, tight squeezes widened, and heavy loads made lighter for those who can apply the right pressure.” Together, we will rise to meet this moment and strengthen the foundation of the AKC for generations to come.

Modernization is central to our future, and our focus is direct: strengthening our technology, reenvisioning our registration process, and elevating our voice and authority through impactful content.

Technology underpins every part of our mission, and the IT Department is reimagining a new AKC.org – one that easily articulates our authority and mission, highlights our good work and provides a valuable tool for dog owners, while prioritizing customer experience. We are replacing outdated systems, streamlining workflows, and improving data management to deliver faster, more reliable service.

During this process, we are building a seamless and intuitive registration experience that meets the expectations of today's breeders and dog owners, while emphasizing the benefits of AKC registration. At the same time, we are investing in original, high-impact content across AKC.org, AKC.tv, Canine College, and Public Education. These efforts will deepen public trust, expand engagement with dog owners, strengthen breeder education, and reinforce our leadership in the canine space.

Looking ahead, I am reminded of Helen Keller's words: "Alone we can do so little; together we can do so much." The AKC's strength has always come from its community – breeders, clubs, exhibitors, staff, and dog lovers who bring our mission to life every day. By aligning prudent expense management with targeted strategic investment, and by working side by side with all of you, we will not only weather today's challenges but also build a stronger, more vibrant future for the sport of dogs.

The work of the AKC has never been just about numbers. Behind every registration, every event, and every educational initiative is a breeder, an owner, a club, or a dog who depends on our expertise and leadership. That is why we must meet this moment with integrity, purpose, and care.

On behalf of the Board and the entire leadership team, I thank you for your continued commitment to the AKC. Your dedication is the foundation on which our mission endures – and it will be essential as we move forward into this next chapter.

Ms. DiNardo delivered the President's Report as follows:

Delegates, I speak to you today as fellow dog enthusiasts, mentors, sportspeople and stewards of our sport.

As sportspeople united by a shared love and responsibility for the dogs we cherish, the breeds we protect, and the traditions we uphold. In a time when division and disconnection seem louder than community and encouragement, we must remind ourselves: our strength lies in choosing to shine a light, not cast a shadow.

In the sport of dogs, we are part of something greater than ourselves. We are heirs to a legacy – one built by those who came before us with vision, integrity, and passion. Now, it is our turn.

It is our responsibility to pay it forward, not only by preserving our breeds and protecting our rights, but by lifting up every person who chooses to walk this path with us. To that end I am proud to share that the Board of Directors has approved a new AKC Code of Sportsmanship and Civility. This updated code is one that honors our traditions while meeting the realities of today's world. This new Code reflects our evolving community, our commitment to equity and inclusion, and the importance of fostering a respectful environment both in and beyond the ring.

At its essence the new American Kennel Club Code of Sportsmanship and Civility asks not only for excellence but for character, humility, and a deep sense of duty to each other and our sport. It places the welfare of the dog above all else as our compass. It requires us to focus beyond ribbons or rankings, to be our dogs advocates, their stewards, their family. It compels us to prioritize the long-term health, and preservation of our breeds, making decisions that reflect a deep commitment to responsible breeding and ownership.

A sportsperson fosters community. That means being a welcoming face to the newcomer, a calm presence in the ring, and a supportive voice behind the scenes. We are called to create a culture where respect, equity, and inclusion are not buzzwords but the foundation of every interaction. We must reject negativity, gossip, and unsportsmanlike conduct not just in person, but online. Social media has given us the power to influence far beyond the showgrounds. Let us use that power wisely: to educate, inspire, and connect.

A true sportsperson gives honest mentorship, not as a gatekeeper but as a guide. When we share what we know, when we uplift others, we preserve the integrity of the sport for generations to come. We are all human. We win. We lose. We do both with grace because we understand that strong competition and civility can, and must, coexist. It is not weakness to compliment a competitor. It is strength. It is not naiveté to believe in fairness. It is the bedrock of our sport. We are role models whether we realize it or not. Young eyes watch us in the ring. Future handlers listen to our words. Let them see integrity, sportsmanship, and humility – not because it's easy, but because it's right.

Let us never forget we are standing on the shoulders of those who built this world for us. Now, it is our job to build it for others. To pay it forward not just with knowledge or opportunity but with kindness, with fairness, and with the courage to make this sport better than we found it. The AKC's Code of Sportsmanship and Civility is not just a document. It is a *promise* to our dogs, to each other, and to the future of this sport. Let us honor that promise. To that end, we want to recognize those who live it.

Today, I am honored to announce the creation of the President's Sportsman Award – a new annual recognition to celebrate individuals who embody the very best of our values. This award will honor those who are not just competitors, but *champions of sportsmanship, mentorship, and integrity*.

They are the people who lead quietly, help generously, and inspire consistently – not for recognition, but because it's simply who they are. This will be one of the highest honors in our community, bestowed on one individual each year from any of our sport disciplines. The recipient will be formally recognized at the AKC National Championship in Orlando.

Be on the lookout – nomination information will be sent out shortly. We encourage all clubs, participants, and members to take part in identifying those who truly elevate our sport. Let us pay it forward together.

Ted Phillips, CFO, delivered the Financial Report as follows:

Good morning, Delegates, and thank you for attending today's meeting. As always, we appreciate your time and your support. We're going to dive into some challenging financial and non-financial mid-year results for AKC as a standalone entity. We're focusing on year-to-date results and some prior year comparisons through June 30, 2025. These results will be indicative of our financial forecast for the remainder of this year.

As of June 30, 2025, the result from operations is a net loss of \$3.1 million, primarily due to lower registration revenues. The prudent use of an annualized spend rate of 1 percent from the investment portfolio, plus current interest and dividends, reduced the loss from operations to \$1.5 million. The net loss from operations that I noted is on a total revenue basis of \$45 million, which is 6 percent below the same period in 2024. Expenses total \$48 million and exceed the same period in 2024 by 3 percent. Please note that the expense variance is less than the relative inflation rates, impacting our largest expenses which are staff and professional fees. In summary, and based on our mid-year forecast, we expect total revenue will be lower for the remainder of 2025, resulting in a net loss from operations at year end.

This slide breaks out our total revenue into three major program areas. These major areas total the \$45 million that I mentioned in the last slide. Registration and event fees total \$30.5 million and represent 67.8 percent of total operating revenues. Within this program area, registration alone comprises 74 percent of the total of \$30.5 million. By comparison to the same period in 2024, registration and event revenues totaled \$32.6 million, which is \$2.1 million or 6 percent lower than 2024. Advertising, sponsorship, and royalty revenues comprise 19 percent of total revenues. These revenue lines versus 2024 are \$1.4 million or 14 percent lower than the prior year period. This is primarily due to lower advertising revenue, which tracks with registration activity. The last major program area is the e-commerce products and services revenue that totaled \$6.1 million or 13 percent of total revenues. This area increased by \$600,000 or 12 percent over 2024. Let's break registration down into its two major components. Dog registration being the primary driver of AKC's registration revenue totaled \$10.6 million and was \$1.8 million or 14 percent below the same prior year period. Litter registration revenue totaled \$6 million and was 12 percent or \$600,000 higher than 2024. But despite lower levels of registrations, which you will see shortly, the increase in litter registration revenue is due to price increases that were focused on the coupon program for high-volume breeders.

Let's look at a three-year comparison of some non-financial information. Each set of columns on the slide is a six-month period for the years 2025, 2024, and 2023. The total number of dog registrations as of June 30, 2025, was 232,868, which is lower than the same period in 2024 by 53,000 or 18 percent and 30 percent lower than 2023 by 101,000 registrations. The total number of litter registrations as of June 30, 2025 is 111,969, which is lower than the same period in 2024 by 17,000 or 13 percent and lower by the same period in 2023, by 44,000 or 28 percent. To round out our conversation on registration-related revenues, I wanted to add one of the large areas that has benefited AKC over the past few years which are pedigree sales – \$3.35 million comes from that area. The remaining, which you see on this slide, is a combination of purebred alternative listings, canine partners, and title recognition fees.

Let's look at a breakdown of sports and events categories by the major areas. Those first two columns combine Conformation and Companion revenues total \$5.6 million as of June 30, 2025, comparable with the prior year period. Performance events total \$1.8 million and are 7 percent higher than the prior period due to increased event applications and service fees. The Family Dog program revenues total \$1.26 million and is 2 percent lower than 2024. Here's some entry and event information. Again, looking at a three-year comparison as of June 30, 2025, all entries for sports, for all sports, was 1.865 million, which is 2 percent higher than 2023. Events total 14,944 and are 13 percent higher than 2023. The last area of revenue we will focus on are sponsorships, advertising, and royalties. This slide further delineates the lower revenue of \$1.4 million that I mentioned earlier. While each of these categories report lower revenue than 2024, the largest decrease is in advertising revenue. As I mentioned earlier, this line principally follows the decline in registration activity. Year-to-date advertising revenue totaled \$2.1 million and is \$1 million or 33 percent lower than the same period in 2024.

Now we move on to operating expenses as of June 30, 2025. As mentioned earlier, the total operating expenses are \$48 million. 53 percent of that is staff and travel expenses totaling \$25.2 million. Professional fees and product fulfillment totals \$13.5 million or 28 percent of total expenses and are positive versus the prior year. I'd like to point out that the recent expense reductions provide lower expenses on an annual basis of 4 percent of budget. That's a \$4 million savings that we're expecting in next year's operating budget.

The non-operating expenses are on this slide and it's important to note that the first column shows the impact of depreciation of internally developed software. That's the reason it's higher than 2024. Donations are lower than the prior year as the allocation of in-kind contributions to affiliates is lower. However, total donations to affiliates for the six months ending June 30, 2025, was \$2.4 million or 5 percent of total expenses.

As a general note, please remember our financial reports include expenses authorized by the Board of Directors in the annual operating budget. Here's our balance sheet as of June 30, 2025. Total assets of AKC as a standalone entity are \$262 million. The largest asset on the balance sheet is investments. As of July 31, 2025 – this is the one variation on dates –

investment performance was positive for the year at 7.8 percent return exceeding the broker-defined benchmark by 1 percent. The asset allocation for investments follows the investment policy statement. The liability section of the balance sheet is primarily comprised of retirement plan and lease obligations and together these total \$75 million. Net assets were restricted by the Board in 2009, for the protection of retirement plan obligations, support of affiliates, and to sustain future business operations. Pension and retiree expense obligations will continue to be a long-term cash flow obligation to AKC. In closing, thank you for your time. These slides will be posted on the Delegate Portal this week and I'm available to answer any questions at your convenience.

The first vote was on the proposed amendment to **Article IV, Section 5** of the *Charter and Bylaws of The American Kennel Club*, which reduces the requirement to publish CLUB candidate information in the *AKC Gazette* from twice to once before consideration by the AKC Board of Directors.

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

There was a motion and a second to send the amendment back to the committee.

There was a vote in the majority to send the amendment back to the committee.

The next vote is on the proposed amendment to **Article VI, Section 4** of the *Charter and Bylaws of The American Kennel Club*, which reduces the requirement to publish DELEGATE candidate information in the *AKC Gazette* from twice to once before consideration by the AKC Board of Directors.

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

There was a motion and a second to send the amendment back to the committee.

There was a vote in the majority to send the amendment back to the committee.

The next vote was on the proposed amendment to **Article VII, Section 1** of the *Charter and Bylaws of The American Kennel Club*, which changes the time period that a Board member must remain off the Board before being eligible to run again from one (1) year to four (4) years.

This amendment was proposed by the Doberman Pinscher Club of America and disapproved by the AKC Board at the May 2025 Board Meeting.

Pursuant to Article XX, Section 3 of the AKC Bylaws, the Doberman Pinscher Club of America demanded that it be brought forward to the Delegates.

The Chair recognized Dr. John Iola, Delegate from the Southern Adirondack Kennel Club, who spoke as follows:

This took about three minutes to discuss at our Bylaws Committee meeting yesterday. It is about the fifth time we've dealt with the status of term limits. The committee, with one abstention, was unanimous in saying that this should not be passed.

The Chair recognized Dominic Palleschi Carota, Delegate from the Pharaoh Hound Club of America, who spoke as follows:

My club has advised me that we are voting against this amendment. They feel as though this Delegate Body on several occasions have affirmed the current bylaw, which gives you a one-year off hiatus. They feel that this works, especially given the fact of our recent election, which resulted in three brand new Board members. I was directed to vote against this and to explain my club's position. Further, as someone who served on the board for two consecutive terms, and someone who is aware of the talent that exists on that Board, I was looking into the future, and we have three Board Members that are terming off next year. Red Tatro, Chris Sweetwood, and Ann Wallin, each one of those possesses a very unique and important challenge. They should have the right to come back in 2027, if they choose to run again. We, as the Delegate Body, should not be disenfranchised from that vote. We should have that opportunity to vote for them. Red Tatro is Chair of our Audit Committee. He works hand-in-hand with Ted Phillips, our CFO. Chris Sweetwood, instrumental in the Detection Dog Task Force, instrumental in the Adopt a K-9 Cop Grant Program. Ann Wallin, well-versed with a strong voice and strong guidance given to our pension plan. Please do not vote for this amendment. It disenfranchises us as Delegates, and it also disenfranchises those Board members that have the talent that can guide this organization into these challenging times. Thank you.

The Chair recognized Marge Calltharp, Delegate from the Chinese Shar-Pei Club of America, who spoke as follows:

I represent my opinion, not the club's opinion. Serving on the Nominating Committee three times in a row, twice as an alternate, once as a Nominating Committee member – I'm neither saying for nor against – and despite having a very talented Delegate Body, I was more or less appalled by the people that put their name forward to be a Board member. They were lacking time and service in breeding or showing dogs, lacking any business acumen, and probably did not have the ability to even read a spreadsheet. We, as the Nominating Committee, chose the people that were standing members of the Board, and that is one of the reasons why I cannot personally, and my club did not give me direction, vote for a four-year term limit. Thank you.

The Chair recognized Pat Cruz, Delegate from the Heart of the Plains Kennel Club, who spoke as follows:

I have served two completed terms on the Board of Directors, and for the sixth time, this Delegate Body voted against removal of the one-year hiatus. When this proposal was presented to the Board, no offer of a compromise or suggestion to compromise came about, number one. Number two, when three people term out, there are still nine or ten seasoned Delegates in that boardroom who can pick up and fill any empty seat. This Delegate Body is

loaded with talent, with expertise. We've heard new Delegates come today that could run circle rings around some of us. I ask you to consider what I'm saying and consider voting in favor of the four-year term. Thank you very much.

The Chair recognized Eduardo Fugiwara, Delegate from the Two Cities Kennel Club, who spoke as follows:

I would like to remind everyone that you had the choice to put me, Sylvia, and Robin there. Robin and I were running from the floor. The system works. We need the Delegates to have the right to choose who we want there. We should not have a rule that prevents us from having the best people that we believe should be there. I wanted to give my impression on that.

The Chair recognized Dr. Michael Knight, Delegate from the Texas Kennel Club, who spoke as follows:

I am your Investment Chairman, your Finance Chairman, I'm on the Compensation Committee and I serve on seven other committees. I sarcastically want to thank Dominic and Tom for that. However, if it had not been for the existing Board when I joined five and a half years ago, I would have had no knowledge of how to do my job. When you join the Board, you don't know at that moment that you're going to be assigned committee work and assigned to a committee. What you bring to the table is what you know you can do, but what they're going to ask of you, you don't know at that moment. Once the dust settles and you realize what committees you've been placed on, you bring what you know and what the others around you can help teach you and guide you. Being on this Board is a tremendous amount of work. It takes a lot of time. It takes some of your own money. It's expensive to be on the Board, and we need very serious people who want to be, and I think we've done a good job every year finding those people. One thing that helps keep the Board strong and AKC strong is the guidance from the people that are there before you. They can help guide you with what they've done before you, the history of the American Kennel Club, the history of the committees, what made them strong, things that worked that you continue to do, all the things that didn't work that you don't want to try to do again unless you can find another way to do it. We lose all that in three years. We would have three original people on the Board. In my opinion, this is a plan that will set us back if we do not continue to re-elect people that want to come back to the Board after a year. After you go away for a year, if you would like to come back and you have the time, we would like to keep that freedom within this organization. We'll be hurting ourselves and pushing ourselves backwards to vote for this amendment. Thank you.

The Chair recognized Steven Hamblin, Delegate from the Pekingese Club of America, who spoke as follows:

As a seated Board member who will term out in 2027 and has not decided if he will even want to continue to look for work on this Board when I'm eligible to do so because life happens, and there may not be a desire to move forward. More importantly, there's been a question that's been raised about the caliber or ability of people to come forward. I want to point out that from 2016 through the most recent election, I'm going to give you a list of names of people that actually ran by petition and were elected by the people in this room who decided that they were the strongest candidates, not necessarily the candidates that were put forward by the

Nominating Committee. In 2016, Pat Cruz, Bill Feeney, and Karolynne McAteer ran by petition, and they were all elected. In 2017, Tom Powers was by petition. 2018, Ann Wallin was by petition. 2019, I was by petition. 2020, Carmen Battaglia won by petition. Most recently in 2025, Eduardo Fugiwara and Robin Stansell were by petition. We have a Nominating Committee that actually does vet the candidates that are interested in running. They put forward who they want to endorse. They may not put forward the people that necessarily want to run, and those people can run by petition. We have a history of electing the people that the Delegates would like to see in those seats. To tie the hands of the Delegates to not be able to put people in the seats that they would like to have there is a disservice to this organization moving forward. Thank you.

Ms. DiNardo: Hearing no further discussion, the vote is on **Article VII, Section 1** of the *Charter and Bylaws of The American Kennel Club*. Two thirds in the affirmative are required to adopt.

There was less than two-thirds vote in the affirmative, and the amendment was not adopted.

The next vote is on the proposed amendment to **Article XIV, Section 1** of the *Charter and Bylaws of The American Kennel Club*, which adds verbiage to address that a fee is required to be submitted to the event-giving club when a complaint is filed at an AKC event.

This amendment was proposed by the Delegate Bylaws Committee and disapproved by the AKC Board at the February 2025 Board Meeting.

Pursuant to Article XX, Section 3 of the AKC Bylaws, the Delegate Bylaws Committee demanded that it be brought forward to the Delegates.

The Chair recognized Richard Rohrbacher, Delegate from the Welsh Springer Spaniel Club of America, who spoke as follows:

I would like to see an amendment to this amendment to change the name of the deposit to "event hearing" deposit, which appears in two places in the third paragraph and two places in the fourth paragraph.

There was a motion to revise the wording of the amendment, but no second. It was reverted to the original language.

The Chair recognized Helen Prince, Delegate from the Scottish Terrier Club of America, who spoke as follows:

I wanted to bring up something that was discussed at our meeting of National Capital Kennel Club last week. There's no indication that when we are now concerned with sexual abuse complaints, I don't feel, and our club doesn't feel that there should be a deposit required if that type of complaint is being given. I don't know if it would go back to the committee to look at which types of complaints would require a deposit and which would not? I think it needs to be studied. I wouldn't oppose amendment. I'd like to see it studied a little bit longer because there

might be some other types of complaints that are similar to that that we should not require a deposit.

There was a motion and a second to send the amendment back to the committee.

The Chair recognized Glenda Stephenson, Delegate from the Space Coast Kennel Club of Palm Bay, who spoke as follows:

Any sexual abuse allegations are police-related, have nothing to do with disciplinary.

The Chair recognized Sylvie McGee, Delegate from Nisqually Kennel Club, who spoke as follows:

As President of the Basset Hound Club of America, I understand that the Delegate Body knows about "Basset-Gate", where we identified an individual member of our club who was a tier-three offender and who was attending shows and actively grooming kids. That issue has been dealt with properly with the authorities and also within the club structure. If I had to guess when that concern arose, had it involved an event hearing, which it did not in that case, there would have been at least 25 people willing to place a deposit on the spot in cash, no problem. The idea that somehow we have to continue to consider this matter because a survivor of a sexual abuse or harassment would be unwilling or unable to place the deposit to me is not realistic because I know how many people would have stepped forward in a minute. Thank you.

The Chair recognized Matthew Townsend, Delegate from the Carolina Working Group Association, who spoke as follows:

I have a friend who is a retired field executive rep, and he called me up and I told him I thought this was a slam dunk. We have a real problem with capricious complaints. He talked about in his experience as a field rep, he actually had a lot of difficulty convincing people that were being picked on or were being bullied by people that were in power when they were bad actors to actually go through the process to get to the bench hearing. We might want to consider having a different approach to solving the same problem. We don't want to be in a situation where there is somebody who's new to the sport, who's had a really bad experience with a bad actor in our sport, and we do this one last little obstacle that's meant to solve another problem. Instead, we're creating a barrier to making sure those people change their behavior or that they are removed from our sport because of the way they're behaving. If this were to go back to committee, I wonder if there might be a path to where we can figure out a way to get these capricious complaints that are interpersonal, not entertained, but also not have an extra barrier to somebody who's been wronged at one of our events. Thank you.

The Chair recognized Anne Gallant, Delegate from the Nashville Kennel Club, who spoke as follows:

Nashville in general is very much in favor of this amendment. However, Nashville is very opposed to the lack of specificity regarding the deposit. I've been instructed to put forward an amendment to this amendment that we insert "not to exceed \$100" after the deposit.

Ms. DiNardo: Before we discuss that, we have to vote on sending the amendment back to the committee.

There was a vote in the majority to send the amendment back to the committee.

The Chair recognized Sylvia Arrowwood, Delegate from the Clarksville Kennel Club, who spoke as follows: I call for a division.

Ms. DiNardo: All those in favor of sending the amendment back to the committee, please stand. Paula will conduct the standing count and point to you to be seated.
(Ms. Spector performed a standing count.)

Ms. Spector: 205 Delegates counted.

Ms. DiNardo: There are 205 Delegates in the affirmative for sending the amendment back to the committee.

All those in opposed to sending it back to the committee, please stand. Paula will conduct the standing count and point to you to be seated.
(Ms. Spector performed a standing count.)

Ms. Spector: 47 Delegates counted.

Ms. DiNardo: 205 to 47. The Parliamentarian requests I reiterate that the Delegate Body voted in the majority to send the amendment back to the committee.

The Chair recognized Gretchen Bernardi, Delegate from the Mississippi Valley Kennel Club, who spoke as follows:

I'm speaking as Chair of the Bylaws Committee, and I wanted to say that when the Bylaws Committee first discussed this, we had one goal in mind, and that was to make it easier on the hard-working show committees at our All-Breed shows, who have a hard enough time with dwindling membership putting on a show without being constantly interrupted, and we had like five or six at our last show with all of them at the same time dealing with all the things that occur when you're trying to put on a dog show. If any of you have any suggestions on how we can improve this amendment, please send it to me. Thank you very much.

The next vote is on the proposed amendment to **Article XVIII, Section 2** of the *Charter and Bylaws of The American Kennel Club*, which removes the requirement that notice of meetings be made by postal mail, allowing for email notice in accord with New York State Not-for-Profit Corporation (NPC) Law §605.

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

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

The last vote is on the proposed amendment to **Chapter 6, Section 2** of the *Rules Applying to Dog Shows – Premium Lists and Closing of Entries*, which modifies the required information published in premium lists to when any specialty club chooses not to offer the three-point major to the Reserve Winners when the number of dogs competing in a sex is twice the number required for a five-point major.

This amendment was initiated by AKC Staff, proposed by the Delegate Dog Show Rules Committee and brought forward with the approval of the AKC Board of Directors.

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 14, Section 2** of the *Field Trial Rules and Standard Procedure for Retrievers*.

Ms. Goffe: This amendment is to **Chapter 14, Section 2** of the *Field Trial Rules and Standard Procedure for Retrievers*. It explains that a disqualification by a judge in hunting tests or field trials will count as a disqualification across both sports.

If approved, corresponding revisions will be made to the following rulebooks:

- *Beagle Field Trial Rules for Brace, Small Pack and Small Pack Option – Chapter 5, Section 4*
- *Beagle Field Trial Rules for Large Pack Field Trials – Chapter 5, Section 4*
- *Pointing Breed Field Trial Rules – Chapter 14, Section 4B*
- *Spaniel Field Trial Rules – Chapter 5, Section 4*

This amendment was initiated by Staff, proposed by the Delegate Field Trial and Hunting Test Events Committee and brought forward with approval from 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 December 2025 Meeting. The full text is on the worksheet previously emailed.

The Chair recognized Dr. Norine Noonan, Delegate from the Basset Hound Club of America, who spoke as follows:

On this amendment, I noticed that it is *Field Trial Rules and Standard Procedure for Retrievers*, but it also references the Beagle Field Trial Rules for Large and Small Pack and Small Pack Option, but it doesn't mention Basset Hound Field Trial Rules. Did the committee intend to, or did this amendment intend to include or exclude Basset Hounds? We're just not sure.

Ms. DiNardo: Thank you. Talk to Doug Ljungren, EVP Sports & Events.

The Chair called on Kirsten Bahlke, VP of Marketing, to provide updates on the Brand and Registration Campaigns who spoke as follows:

I'm here today to talk to you a little bit about our Brand and Registration Campaigns. For those of you who were at the December meeting, I had the pleasure of speaking there, and showed you a little bit about our process, as well as some of the rough cuts, as we call them, for the ads. We talked about then how we start with research to understand the consumer. Then we use that research with our agency to develop what we call the creative, what will go into the marketplace. We tested the creative, and that's where I was at last time I showed you in December. Today, I'm here to show you the final spots, some additional spots that we've created since then, as well as give you some of our preliminary results, which we're very proud of. First, let's step back a moment and remind everybody who are we talking to with these campaigns, and why? We are very centered on research. About four times a year, we put a study out to the entire U.S. and get thousands of responses. One of the questions we ask is, how likely are you to bring a dog into your house in the next 12 months? Consistently, the group who says they are either very or extremely likely are racially diverse females, 18 to 44 years old. We need to reach them and talk to them about AKC. Unfortunately, guess which group also has the lowest awareness of AKC? This exact same group. So just to put some numbers to it, the group that we're speaking of here has about 17 percent of them say that they are somewhat or more aware of AKC. If I ask you to guess the number for those who are 65 plus, 77 percent of people who are 65 plus say they are somewhat or more very aware of AKC. The future of AKC is dependent, as we've heard multiple times today, dependent on a younger generation, and so we need to introduce ourselves to them, and that's the purpose of our brand awareness campaign. If only 17 percent of these people have any idea about us, we have to talk to them first and introduce ourselves before we even start talking about the real reason of why register. We do that as well, but first we have to introduce AKC. I think about this as an example. I would bet most of us in this room have heard of Salvation Army, right? Take your goods there, you can donate them. What about if I asked you about Depop. Does essentially the exact same thing as Salvation Army, except online, for a younger generation, and it positions itself differently. Those younger folks are taking their goods to Depop to resell. That's why it's important for us to understand this consumer and introduce ourselves. I'm going to show you the awareness spots for our brand. Keep in mind that they ran digitally, and so that means you would have seen them if you were in the target group, you'd see them across the digital platforms, including Facebook, YouTube, Disney Plus. We created different versions. I'm going to show you the four different versions, a 60 second, 30 second, 15, and a six second. Here we go.

(Video played.)

A couple of things to point out before I go into the shorter versions. You'll notice that the actors and actresses that we chose fit into this demographic. We also, though, made a very good attempt, and I appreciate the applause, to make sure we're not alienating. We felt that it was very important to not only attract the younger generation but feel that all of us who are currently involved with AKC could be proud of seeing this spot. Finally, I want to mention, we do have our new tagline, Everything We Do, We Do for Dogs. At the Delegate meeting in December, we passed out some badges and things like that, but you will see this come

through in a lot of our different work that we're doing in 2025 and through 2026. Now I'm going to roll into the shorter ones.

(Video played.)

I also want to give a big shout out to our own constituents. Every dog you see in this spot was volunteered by a member of our community who showed up to bring their dog, to bring their beautiful animals, and help us with this spot. Thank you very much. We couldn't have done it without you. Those are what I was talking about when we were talking about awareness. We need that younger consumer to see those spots, understand them, and we're pushing them down what we in marketing like to call the marketing funnel. First, you have to become aware of something. Now that you're all aware of Depop, you might actually consider it for your next donations, and then after you learn more, you might actually convert. That's the process we're pushing consumers through here and what I'm demonstrating to you.

Here are the results: In the first 60 days, 30 million impressions, 30 million views of our campaign, 30 million eyeballs seeing our good work. Translates to over 10 million video views. I just showed you those videos, and 8.4 million completions, which is a 78 percent completion rate. I tell you that it's very important because the benchmark is only 44 percent. If you are on YouTube and you're watching a commercial, the benchmark to beat is watching 44 percent of that ad. The fact that people are completing 78 percent of our ad tells us – it goes right into that objective that Dr. Davies was talking about in terms of engaging content. It's saying this is engaging content people want to watch to the end. The campaign was not only on YouTube and Disney Plus, but also on our social channels, and I just chose one example to show you the success that we're having with this very engaging content. On our Facebook ad, in the time period of about 60 days, we garnered 9.2 million impressions on Facebook. We set a goal for ourselves and we overachieved. We got 156 percent of our goal on Facebook, which allowed us to deliver those impressions at a lower cost. We're thinking about not only reaching that target, but how we can reach them in a very financially prudent way. We're extremely excited about engaging content. That's why we over delivered on impressions. The social channels will reward you for engaging content because that keeps you on that channel and that's what they want.

The next thing we wanted to do was start talking about registration. You're introduced to AKC, you understand what it's about, and now we need to start telling them about why to register. Same group, same people that we're talking to, but a slightly different, more concentrated message. Again, we had multiple executions.

(Video played.)

You see, we're starting to bring the message towards registration, starting to really emphasize again that not-for-profit, particularly with the target we're going after. This is a very important point to them that we need to make sure that they hear. That's why you see it coming through in our spots. Again, the specific choice of the actress. We also have to thank a lovely breeder who was able to bring her five golden puppies in order to be Luna and couldn't have done it without them. I'll show you some shorter versions.

(Video played.)

We think that the line "declare your love" is really symbolic of how we feel about our dogs, about registering, and that's why you hear it repeated over and over in these spots. What does this mean? Here's some results that I can share with you on what these campaigns have delivered. We are trying to drive clicks to our website. That's what a click means. Almost 700,000 clicks on the website where people are learning more. Conversions – these are actual registrations from all of the work we're doing, and I'm just showing you a part of it. You know, I showed you the funnel. There are multiple things we are doing that are driving this, but we drove almost 30,000 registrations, and a conservative estimate would say that's about a million dollars' worth of registrations that we drove. Our estimated ROAS, which is return on ad spend, to be three times. What we were saying is we think for every dollar we spend, we're going to generate three. In fact, what we've seen is for every dollar we spend, we're generating four. The other important thing is to see, are we changing people's minds? How are these campaigns affecting them? The good news is they are. This chart shows you three important measures that we look at at least four times a year. Trusted and authoritative, understanding challenges and friendly and approachable. These are measures that we know drive interest in a brand and awareness. We have traditionally been, as you can see, very high on trusted and authoritative, and these show you the different time periods of the different blue colors. If you look at the final and darkest blue on the right of each grouping, you can see that friendly and approachable for the first time has shown a statistically significant increase. That's very important. We're starting to make headway with our target and with consumers in understanding what AKC is about. Back to Ted's speech in being a financially, fiscally responsible marketer. The other thing we said is if we're bringing more people into the funnel, then what we're going to be is more efficient. We've actually seen an almost 26 percent decrease in the average cost per acquisition. When we're bringing someone to that click, bringing someone to that registration, it's 27 percent less expensive than we had originally budgeted because we've brought more people into the funnel and have engaging content.

What are we doing next? The registration campaign that I showed you is the newest in the market. We're continuing to optimize the placements and we're creating new spots for the brand campaign and the registration campaign. We are looking into research. Again, we love our research. We're uncovering registration barriers and motivations so that we can continue to talk to those. Finally, and very importantly, we're also working on another pillar of marketing communication directly to breeders to help them understand how to communicate the benefits of registration to their puppy buyers. Thank you very much.

Dr. Tom Davies recognized the AKC Delegates who served for 25 years:

- Florence Duggan, Sussex Hills Kennel Club
- John David Hughes, Des Moines Kennel Club
- Judy Rasmuson, Women's Field Trial Club
- Ann Wallin, Atlanta Kennel Club

(Awards presentation.)

Dr. Tom Davies recognized the clubs celebrating 100 years of membership with the American Kennel Club:

- Belgian Sheepdog Club of America, Inc.
- Santa Cruz Kennel Club, Inc.
- Standard Schnauzer Club of America, Inc.

(Awards presented.)

The Chair called on Ellen Hardin, Delegate from the Golden Retriever Club of America and Assistant Chair of the Delegate Advocacy and Advancement Committee (DAAC) for a special presentation, who spoke as follows:

Good afternoon. I have been on DAAC for several years, and in the continuing work of DAAC, we would like to share the second video in a series of productions for Delegates. It is a seven-minute video. This video was created, produced, written, and filmed by DAAC member Jane Ruthford. AKC Staff, particularly Keith Frazier, liaison to DAAC, provided invaluable assistance. Please enjoy *AKC Delegates Building Strong Communities*.

(Video played.)

The Chair recognized Mary Lou Olszewski, Delegate from the American Bloodhound Club and Chair of Delegate Advocacy and Advancement Committee (DAAC) who spoke as follows: Congratulations to the team from DAAC. We are very proud of what we have been able to do for the community, for the Delegates, clubs, and all the cooperative work within our organization. As Chair of the Delegate Advocacy and Advancement Committee known as DAAC, we'd like to thank our member, Jane Ruthford, and recognize her hard work, dedication, insight, and especially for her contributions in producing impactful tools for our Delegates and their clubs. Trophy, please. (Award presented.) Congratulations on a job well done. So proud of you. There are two video presentations if you don't know about them. *AKC Delegates Open the Door*, is number one. This is the second one, *AKC Delegates Building Strong Communities*. Jane's been teased about having a trilogy. Hopefully, Jane will come back with a third video. Both of these presentations are on the Delegate Portal with links. We started out doing CDs on our first video, but there are links now which are shareable with your clubs or dog organizations that might not have the access to understand the kind of work that we do. We just don't sit here and we're not here just for lunch. Thank you for your time and your support, it's most appreciated.

The Chair called on Chris Sweetwood, Delegate from Trap Falls Kennel Club, to provide an update on the AKC PAC, who spoke as follows:

Since the beginning of the year, bills to regulate hobby breeders have been introduced in over 20 states. AKC GR is working hard with a lot of success to push back on these bills, but we need your help. I am here doing the same speech, but it's really important. The PAC is crucial, especially at this time, because those funds give responsible breeders and advocates a direct access to lawmakers. We are significantly outspent every year by groups that are simply seeking to shut down what we do. Your PAC contributions last year totaled \$67,800. The AR folks spent \$1.35 million. The reality is, we use the money very wisely, and that's why we need your help. As an added bonus, this year's PAC raffle is a getaway to New York City for the Westminster Kennel Club Dog Show. It includes four nights in a nice hotel, tickets to the

Westminster Kennel Club Dog Show, plus other major social events, including the AKC Museum of the Dog Gala, and the Take the Lead Westminster Party. Tickets will be available outside at the GR table on your way out. I encourage you to help us out. If you'd like to set up a recurring donation, I'd really encourage that. Again, please support the PAC, because without your help, we go nowhere. Thank you very much.

The Chair called on Ernest Obubah from KPMG to read the Teller's Report results on the vote for the Delegate Standing Committees.

Mr. Obubah: Good afternoon. I'm here with the teller's report.

For the All-Breed Clubs Committee, the following four candidates were elected for three-year terms:

- Dr. Yves Belmont, DBA
- Patricia Cruz
- Linda C. Flynn
- Debbie Owen

For the Bylaws Committee, the following four candidates were elected for three-year terms:

- Dr. Robert Scott Dove, DVM
- Dr. John Ioia
- Thomas Powers
- Glenda Stephenson

Also, for the Bylaws Committee, the following candidate was elected for a one-year term:

- Frederick Vogel

For the Canine Health Committee, the following four candidates were elected for three-year terms:

- Dr. Sophia Kaluzniacki
- Dr. Harvey Mohrenweiser
- Donald E. Schwartz, VMD
- Sharon Steckler

For the Companion Events Committee, the following four candidates were elected for three-year terms:

- Dr. Joyce Dandridge
- Chris Marston
- Dr. Norine Noonan
- Betty M. Winthers

Also, for the Companion Events Committee, the following candidate was elected for a one-year term:

- Jack E. Sappenfield II

For the Delegate Advocacy and Advancement Committee, the following four candidates were elected for three-year terms:

- Carl C. Ashby III
- Ellen Hardin
- Jane Ruthford
- Judy Seltrecht

For the Dog Show Rules Committee, the following four candidates were elected for three-year terms:

- Stacey La Forge
- Dr. Kenneth Levison
- Cindy Stansell
- Matthew Townsend.

For the Field Trial and Hunting Test Events Committee, the following four candidates were elected for three-year terms:

- Blaine Grove
- Terry Hilliard
- Robert Rynkiewicz
- Allison Schultz, MD

For the Parent Clubs Committee, the following four candidates were elected for three-year terms:

- Connie Butherus
- Maggi Strouse
- Richard Su
- Harvey Wooding

Also, for the Parent Clubs Committee, the following two candidates were elected for two-year terms:

- Lisa Peterson
- Richard Rohrbacher

The Chair called on the Executive Secretary to read the names of the Delegates who will serve on the Committees that did not require a vote.

Ms. Goffe: Delegates who self-nominated and will serve on the Herding, Earthdog, Coursing, and Scent Work Events Committee are:

- Stephanie Crawford
- Karen Lee
- Richard Reynolds
- Joyce Rowland

Delegates who self-nominated and will serve on the *Perspectives* Editorial Committee are:

- Alyson Casper
- Don James
- Heidi Kilgore

The Chair called on the Executive Secretary to give an update from the Nominating Committee.

Ms. Goffe: At the July 2025 meeting, the Board of Directors appointed the following Delegates to the Nominating Committee to select three (3) candidates for the Class of 2030:

- Gail LaBerge, Chair – Atlanta Obedience Club
- Gretchen Bernardi – Mississippi Valley Kennel Club
- Ellen Hardin – Golden Retriever Club of America
- Barbara Shaw – Greater Collin Kennel Club
- Matthew Townsend – Carolina Working Group Association

Alternates:

- Robert (Bob) Rynkiewicz – Eastern German Shorthaired Pointer Club
- Monica Stoner – Saluki Club of America

The recommendations of the Nominating Committee must be submitted by October 15, 2025.

The Chair called on Gail LaBerge, Delegate from the Atlanta Obedience Club and Chair of the Nominating Committee who spoke as follows:

Good afternoon, everyone. The first thing I want to do is thank the members of the Nominating Committee. They have been fantastic to work with. We also thank those who interviewed with us in the last few days. We are working on our final selection, and we will have it in to the Executive Secretary by the deadline. Thank you.

The Chair informed the Delegates that the December 12, 2025 Delegate Meeting will be held in Orlando, Florida at the Rosen Centre Hotel. Hotel information was previously emailed and is posted on the Delegate Portal. Other meeting details will be provided as they become available.

Lunch was served following the meeting's conclusion on the Terrace.

Delegates were not required to turn in badges. Delegates were given the option to recycle the badge holder and lanyard in the box provided.

The organizational meetings of the newly elected Delegate Standing Committees were scheduled to begin at 2:15 p.m. in the Salem-Warren Room.

The following Delegates spoke during New Business:

Link Newcomb, Delegate from the Bulldog Club of America, emphasized the importance for breed clubs to broaden their strategic objectives by including people interested in various dog sports, not just Conformation. He highlighted the need to attract and engage new participants in the community, stressing that local clubs should be less exclusive and more welcoming. Particularly when selling puppies, clubs should take responsibility for fostering new members to ensure the future of the sport.

Helen Prince, Delegate from the Scottish Terrier Club of America, reported for the Parent Clubs Committee on the Pat Laurans Difference Maker Awards for the quarter. The four honorees were Dorothy Collier, Mark Dunn, Eddie Dziuk and Sue Goldberg.

Jan Ritchie Gladstone, Delegate from the Waterloo Kennel Club, requested that both the cost-cutting and revenue generation continue to be examined and reexamined and communicated with transparency for the future of breeders, exhibitors and dogs.

Ann Wallin, Delegate from the Atlanta Kennel Club, spoke as a member of the Board of Directors of AKC Reunite to provide an update on their charitable giving programs:

- AKC Reunite Pet Disaster Relief Trailers 117 delivered to date. Most recently delivered were St. Lawrence, New York, Monroe County, Pennsylvania, and Barrow County, Georgia.
- AKC Reunite K-9 Cop Grant Program: 890 grants have been awarded to date representing \$6.6+ million in total grants; 135 were approved for 2025.
- Emergency Disaster Grants: 21 grants have been awarded so far in 2025, totaling over \$80,000.
- Search and Rescue Grants: 10 grants have been awarded so far in 2025, totaling over \$22,000.

Sally Sotirovich, Delegate from the Soft-Coated Wheaten Terrier Club of America, read a statement from a letter that was sent from the Soft-Coated Wheaten Terrier Club of America Board to the AKC Board regarding their objection to a proposal in consideration to allow AKC limited registration dogs to be shown in Conformation events.

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

(Proceedings concluded at 12:59 p.m. ET.)

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